

Develop Israel with Israel Bonds

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Keep Your
Eyes Open

Beware of Imitations
Insist on GLOBUS
GENUINE REFILL



Black to Cairo Today to Settle Smouha Dispute

WASHINGTON (Reuter). — The President of the World Bank, Mr. Eugene Black, is flying to Cairo on Friday (today) to try to reach a prompt settlement of the Anglo-Egyptian financial agreement, it was announced here on Thursday.

The agreement was initiated several weeks ago but has yet to be signed. Mr. Black's mediation helped bring about the agreement ending financial differences between Britain and Egypt arising from the 1956 Suez conflict. The agreement was initiated on January 17 and was to have been signed formally within a few days. But it has been held up since because of a dispute over the amount of compensation to be paid for property in Egypt owned by the Smouha family before 1956. Egypt listed the property as agricultural land, valued at \$2m. But Britain insists it is urban land, worth more than 10 times as much. Commenting on the Black mission, a Foreign Office spokesman said in London that the Economic Secretary to the Treasury, Mr. F. J. Ennals, is standing by to sign the financial agreement as soon as signature can take place.

Israel Getting \$5m. Development Loan

WASHINGTON Post Correspondent. — A \$5m. loan to Israel will be announced here on Friday (today) by the Development Loan Fund, an adjunct of the International Cooperation Administration. This brings the total of American aid to Israel this year to almost \$52m. — or \$11m. less than last year. — not taking into account last year's Export-Import Bank loan which would make the difference appear much greater.

The reductions come under two headings, and neither of them are final. The development loan to Israel decreased from \$15m. to \$5m., chiefly because Congress authorized a total of \$65m. under this heading but appropriated only \$40m. A deficiency appropriation of \$25m. is now before Congress and if it is passed, Israel has good chances of borrowing another \$10m. The surplus food agreement was reduced by slightly more than \$5m. from last year's figure of \$41m. The law for disposing of surplus food, however, makes special provision for drought and famine relief. Israel officials have informally told the State Department that as soon as the full effects of this season's drought are known, a request will be made for another surplus food agreement.

MRS. MEIR AT N.Y.
ISRAEL BONDS RALLY
NEW YORK (INA). — Foreign Minister Golda Meir on Thursday attended a meeting in Brooklyn of 500 Israel Bond drive leaders who purchased \$400,000 worth of Bonds in her honour.

Moroccan King Brings Frenchman to Freedom

BASTIA, Corsica (UPD). — King Mohammed V of Morocco on Thursday brought a most unusual peace-offering along on a friendly visit to French soil — a live French soldier captured by guerrillas during Morocco's struggle for liberation.

It was a total surprise when King Mohammed V decided to bring the young soldier out of the plane with him and told the waiting crowd.

"Gentlemen, here is a French Officer," said the King. "He was captured by the Moroccan National Army fighting the French."

W/O Ignace Caciaguerra was captured in February, 1957, by guerrillas of the Moroccan National Army fighting the French. In Paris French official quarters welcomed his release.

On the other hand, the broadcast claimed the U.S. was trying to distract the Arab's attention through these allegations and intends to offer a large loan to Israel "under the veil of funds collected by U.S. Zionist organizations."

Mapai Proposes Compulsory Loan

The Mapai "Committee of 13" on economic affairs decided in Tel Aviv Thursday night that Mapai recommend to its coalition partners the floating of a \$15m. compulsory loan to help finance the current wave of immigration. Contributions to the loan would be graduated according to income.

It is expected that the Cabinet will discuss the compulsory loan on Sunday. Last night's meeting was the Committee's third on the problem. At previous meetings, Finance Minister Levi Eshkol favoured imposing additional taxes, while Mr. Yosef Aloni, M.K., supported an additional voluntary loan. The voluntary loan idea had also been supported by Mr. Ben-Gurion, but he is understood to have agreed to a compulsory loan because of the public's slow response to the present voluntary loan.

Yiddish Press Said Opening in Moscow

PARIS (APF). — A special press for the printing of Yiddish publications is about to go into operation in Moscow, according to the Yiddish press here. The first books to be published will be the works of Sholem Aleichem.

These reports have caused considerable surprise here in view of the attitude of the Soviet Government hitherto towards Yiddish culture. The last Yiddish press in the U.S.S.R. was closed down in 1957, according to these sources, and the Soviet authorities have claimed that Yiddish culture is dying out in Russia and is not desired even by the Jewish community.

During his recent visit to the U.S., Soviet Deputy Premier Mikoyan gave the first hint of a possible change in the Soviet attitude when he told Jewish representatives there that nothing prevented Soviet Jews from having Yiddish books if they wanted.

Moscow Denies Any Aliya from Russia

LONDON (Reuter). — Moscow Radio, in an Arabic broadcast on Thursday, said that reports published in some Lebanese newspapers about Jewish migration from the Soviet Union to Israel "have no basis in fact."

It said that "this fabricated report" which was also carried by some Egyptian papers, was inspired by colonialist circles aiming at planting the seeds of doubt and non-confidence regarding Soviet policy among the Arabs.

On the other hand, the broadcast claimed the U.S. was trying to distract the Arab's attention through these allegations and intends to offer a large loan to Israel "under the veil of funds collected by U.S. Zionist organizations."

Arabs Urge E. Bloc To Curb Emigration

CAIRO (Reuter). — The Secretary General of the Arab League, Abdul Khalil Hassan, on Thursday conferred with the Rumanian, Hungarian and Polish envoys here on the emigration of Jews from their countries to Israel. The envoys denied reports concerning the migration and said they were "convinced by the Israel Government for propaganda purposes."

Beirut Radio reported on Thursday that the Arab League would "tackle" the problem of the migration of Jews from Eastern Europe to Israel through official channels.

"Al Youm" on Thursday warned Russia that if she allowed the Jewish exodus, she would be committing an unforgivable crime against the Arabs for Israel's aim in "increasing her population beyond her capacity" was "territorial expansion" at the Arabs' expense.

U.K. SUPPLYING ARMS TO IRAQ

LONDON (Reuter). — Britain has met several requests for arms by the Iraqi Government of General Karim Kassem since it came to power. A Foreign Office spokesman said on Thursday.

The supplies were mainly of spare parts and ammunition for arms already possessed by Iraq, the spokesman said. He declined to say whether any requests for arms by the Iraqi Government had been refused.

B-G to von Horn: Syria Must Not Open Fire on Us

Post Diplomatic Correspondent. — Frequent shelling by Syrian forces along the Israel-Syria frontier is the main cause of the present border tension, and the lack of, and adherence to, strict order in the Syrian troops to desist would provide the best guarantee of tranquillity, Prime Minister Ben-Gurion told the U.N.T.S.O. Chief of Staff, General Haim, at his meeting in Tel Aviv on Thursday.

Mr. Ben-Gurion is also understood to have told General von Horn that Israel might be prepared to return to the Israel-Jordan Mixed Armistice Commission within the next few weeks, although neither confirmation nor denial of this could be obtained from official sources.

The meeting, which lasted an hour and a half, took place at the request of General von Horn to enable him to explain details of the U.N. proposal for studying the causes of tension in the Israel-U.A.R. borders. Also present were Mr. Paul Berthoud, U.N.T.S.O. legal adviser, and Dr. Abraham Hiran, Director of the Armistice Affairs Division of the Foreign Ministry.

The Prime Minister stressed that the Israel Defence Forces have strict orders not to open fire, except in self-defence, and he called for similar instructions to be issued to U.A.R. forces.

Mr. Ben-Gurion is understood to have reiterated Israel's insistence that Syrian troops observe a complete cease-fire before any study can be undertaken of the causes of border tension. Israel holds that continual acts of Syrian aggression in fact constitute the main reason for this tension, and that there is no point in carrying out a survey while Syrian troops are at liberty to open fire at the whim of junior local commanders.

Not Final Rejection

Although Thursday's meeting cannot be said to amount to a final rejection by Israel of the proposed U.N. survey, political circles in Jerusalem expressed the opinion that the U.N. should first of all demonstrate its ability to back U.A.R. aggression.

The need for issuing strict orders to U.A.R. forces not to open fire was also emphasized by several members of the Security Council at the Council's special session last month after the killing of a shepherd by Syrian troops well inside Israel territory.

Israel's reported preparedness to return to the Israel-Jordan M.A.C. is believed to be intended as an indication of her readiness to co-operate with the M.A.C. machinery where the other party also shows willingness to exercise restraint. This is certainly not the case at present with regard to the U.A.R.

A possible return to the M.A.C. may also be the result of Mr. Hammarskjold's recent visit here and his subsequent meetings with Israeli representatives in New York. Israel quit the Israel-Jordan M.A.C. in September, 1958, after the Ramat Rahel incident in which a number of archaeologists were killed and wounded by Jordanian fire.

INTER-ARAB TRANSIT PARLEY FLOPS

A four-nation conference of facilitating transit between Saudi Arabia, Lebanon, Jordan and Syria ended this week in "complete failure," the Oil City daily "Pittsburgh Courier" reported on Thursday.

It added that the week-long meeting failed to adopt any concrete decisions.

Youth Aliya Meet At Beit Hanassi

A total of 250 Youth Aliya warda, representatives of 275 Youth Aliya institutions, the director and members of the Youth Aliya Department of the Jewish Agency on Thursday morning gathered at Beit Hanassi to celebrate the 28th anniversary of the child rescue and education organization.

President Ben-Zvi told the gathering that he hoped the youngsters who had received an education in the organization would become educators in turn.

Mrs. Ben-Zvi recalled the work of Henrietta Szold, the "mother of Youth Aliya," and reminisced about the early days of the institution. May you all help to absorb children who will come in the newest wave of immigration and may you make farming your future, she told the young people.

The reception ended with songs sung to the accompaniment of music played by the Nefesh Hadashah orchestra.

Cyprus to Be Granted Independence; Full Agreement Reached in London

LONDON (Reuter). — The round-table conference on Cyprus signed an agreement on Thursday to establish an independent Republic of Cyprus. The agreement brought to an end a fortnight of intensive negotiations, first in Zurich and then in London. It will, it is hoped, bring peace and a lasting solution to the island which has been rent by violence and terrorism for over four years.

PROFILE OF THE ISLAND

Cyprus, which is 65 kilometres from the coast of Asia Minor and 800 km. from Haifa, has a population of just over 500,000 — approximately four-fifths Greek Orthodox and one-fifth Moslem.

It has an area of 3,572 square miles (Israel's area is 5,050 square miles).

In June, 1878, the Sultan of Turkey assigned the island to be occupied and administered by England, and it was formally annexed to Britain in November, 1914, shortly after the outbreak of the First World War. In May, 1925, it was given the status of a Crown Colony.

In November 1957, following disturbances arising out of the enosis (union-with-Greece) movement, the island's Legislative Council, first constituted in 1922, ceased to exist and power to make laws was vested in the Governor.

Since the end of the Second World War there have been unsuccessful attempts to re-establish a central legislature, but the development of the enosis movement, accompanied by growing violence, overshadowed all moves to implement constitutional reforms.

U.S. Air Force To 'Shoot' at Venus

CAPE CANAVERAL (Reuter). — The U.S. Air Force will make two attempts to send space vehicles to the planet Venus in June, information said here on Wednesday.

The Venus shots will be made as part of the National Aeronautics and Space Administration's space programme for this year. An official close to this programme said the launching would be done by two-stage versions of the Thor and Atlas missiles known as the Thor-Able and Atlas-Able.

The sources said the two shots would probably be attempted when the Earth and the planet are in the best positions relative to each other. One would probably be an attempt at putting a satellite into orbit round the planet, and the other might be sent past it into outer space.

The U.S. is spending a total of \$17m. during the current year on equipment for sending a man into outer space, according to figures published on Thursday by the Space Research administration.

Eisenhower in Mexico

ACAPULCO, Mexico (Reuter). — President Eisenhower arrived in the Pacific coastal resort on Thursday for two days of informal talks with the new Mexican President, Adolfo Lopez Mateos.

Foreign Minister Manuel Tello said that there would be no formal agenda and that the talks would give the two presidents an opportunity to review problems of common interest.

Sir Anthony Eden, the former British Prime Minister, will dine with the two leaders during their conference. Sir Anthony and Lady Eden have been here since December while he is convalescing.

GEN. MARSHALL STILL IN GRAVE CONDITION

PORT BEACH, North Carolina (Reuter). — General George Marshall, former Secretary of State, who suffered a second stroke on Wednesday, is in a serious condition. It was stated at Womack General Hospital on Thursday.

BRITAIN TO CUT ARMY TO 250,000

LONDON (UPD). — Britain will cut its army to 252,000 in the coming year from 312,000 at the end of 1958, according to a White Paper on defence published on Thursday.

BULGARS WIN AGAIN

SOFIA (APF). — In a return match in the Balkan Basketball Cup competition the Bulgarian team "Academik" beat Tel Aviv Maccabi by 78-58 (45-34).

Bulgaria won the first game on Tuesday by 90 to 50.

Persia May Break With Soviet Union

TEHRAN (APF). — "Persia may be obliged to consider breaking off diplomatic relations with the Soviet Union if the latter continues its present anti-Persian policy," the Government newspaper said here on Thursday.

It was referring to Premier Khrushchev's latest speech on Tuesday according to Persia of preparing to become an "American military base" and attacking the Shah.

German Jews Won't Be Provoked, Says Leader

BONN (Reuter). — The General Secretary of the Central Council of Jews in Germany, Dr. Hendrik Van Dam, said on Thursday that recent acts of anti-Semitism in West Germany would not provoke the Jews to action, nor would the Jews allow others to dictate the moment for action.

Writing in the weekly "Allgemeine Wochenzeitung," Dr. Van Dam said many found the Jewish reaction to such happenings too weak.

He said the structure of Jewish communities and the Jew's mental attitude had altered considerably. The Jewish community in Germany was led by people who had either been through the hell of the concentration camps or had actively fought Hitler's Third Reich.

Also, the example of small people who, for the most part, had abandoned a bourgeois past to wage a hard Jewish desert with heroic toughness, had altered Jewish political psychology.

E. German Spy Jailed For Treason

KARLSRUHE, Germany (UPD). — Communist spy Carl Helfmann was on Thursday sentenced to four-and-a-half years' hard labour for treason.

Helfmann, 60, admitted he worked for nearly five years for the East German state security service, from 1953 until his arrest by West German counter-intelligence in February last year. A major portion of his information came from a stenographer in the Bonn Foreign Ministry, Irmgard Roemer, who was sentenced last month to three years' penal servitude.

Oral Contraceptive Evolved in India

NEW DELHI (Reuter). — Indian scientists have evolved a cheap oral contraceptive, costing less than an aspirin tablet; it will shortly be put on the market. Dr. S. N. Sen, a member of the Calcutta Bacteriological Institute, told the Family Planning conference here on Wednesday.

Dr. Sen said the contraceptive could be used by men or women and needed to be taken only twice a month.

MARTIAL LAW IN BRAZZAVILLE

BRAZZAVILLE (UPD). — French-led troops and police clamped virtual martial law on the Congo capital on Thursday to curb the savage rioting which has killed at least 70 Negroes and injured nearly 200 this week.

Under the direction of French High Commissioner Georges Guy, about 5,000 riflemen brought in from nearby Chad set about enforcing a dusk-to-dawn curfew and other features of a drastic "protection plan."

They set up checkpoints and barriers in an effort to keep rival M'bochi and Balali tribesmen living in the squalid shantytowns which fringe this tropical capital from flying at each other's throats.

M. Guy took charge of the situation at the request of Premier Fulbert Youlou.

Although riotous raiders have been passing back and forth through the modern districts of Central Brazzaville, none of the city's 4,000-odd White residents have been molested.

AIR LAND HUNT FOR SHACKLED CONVICTS

WORCESTER, Cape Province (Reuter). — Police and air patrols were searching on Thursday for two White prisoners wearing handcuffs and leg irons who dived head first through the closed window of a speeding train near here the previous day.

Greek Meets Turk

NICOSIA (Reuter). — Church bells pealed out and crowds flocked into the streets of the main towns of Cyprus on Thursday night to celebrate the end of four years of fear and death.

Greek telephoned Turk and Turk rung Greek to exchange congratulations and greetings, tears and suspicious forgetfulness as the news of the London agreement reached the island.

He said that the agreements reached at Zurich between Greece and Turkey had taken full account of the rights of the people of Cyprus and represented a fair and honourable compromise between the interests of Greece and Turkey.

"They re-establish the friendship and alliance between these two countries which are so essential to the security of all of us."

Defence of the West

Mr. Rauf Denktaş, Deputy Leader of the Turkish Cypriot delegation, said as he left the conference building: "We have come to a settlement which has brought not only the communities back into friendship and cooperation but has also removed the causes of dispute between two countries, Turkey and Greece, which are vital for the defence of the West."

Mr. Denktaş continued: "We would like at this stage to assure the parents of those men who fell in Cyprus that they have not fallen in vain and that they shall be remembered with honour. Greece, Turkey and Cyprus stand together with Britain in the defence of the rights of the West."

Dr. Katschuk said: "I am very glad that reason and common sense have prevailed and a spirit of goodwill has come to life. I hope that, from now on, the communities in Cyprus, while establishing and improving their communal institutions and communal well-being, will cooperate closely for the good of Cyprus and from this cooperation our two countries (Turkey and Greece) will greatly benefit."

While The Lady Chatted The Thieves Broke In

IL 10,000 Taken From J'lem Flat

The biggest theft of the year in Jerusalem took place on Tuesday when more than IL10,000 in cash and \$150 in gold were stolen from the flat of Mr. Nahman Schlossberg, of the Ets Haim Quarter.

The thief apparently entered the apartment when the lady was out for a few minutes to chat with her neighbour. When she returned she found the entire flat disarranged and the money missing from the closed closet, where it had been hidden.

Police are investigating reports of ten thousand Israel pounds in Jerusalem occurred, according to press reports. Smaller sums of money, too, are being lost daily owing to theft or fire when kept in the clothes closet or other hiding places.

MONEY BELONGS IN THE BANK—

BANK LEUMI
LE-ISRAEL B.M.

With the EDEN filter tip

my throat's content and so am I

They're right, you know—filtered smoking is so much better and Eden are the best of all filter cigarettes. Think it over and you will smoke Eden.

THE FINEST OF ALL FILTER CIGARETTES.

670 ps for 20

Misgivings Over U.N.

WHEN Israel again appealed to the U.N. Security Council after the Egyptian shelling of the Gaza Strip, many observers had misgivings about the reaction. These misgivings were reinforced when the Security Council convened, heard the complaint, but failed to take any action. Instead, several speakers in the debate, particularly the representative of the U.S., raised the question of Israel's refusal to participate in the sessions of the Israel-Syrian Armistice Commission.

As Israel explained the reasons for her refusal, pointing out that talks along the borders depended not on attending meetings but on Syrian abstention from acts of aggression across the border, U.N. Secretary-General Dag Hammarskjöld initiated an exchange of letters between himself and Prime Minister Ben-Gurion.

The contents of this exchange were not made public, but it was soon reported that Mr. Hammarskjöld had proposed a survey of the causes of the tension and of the incidents along Israel's borders with the U.A.R. The survey was to be carried out by the UNCTO Chief of Staff, General Von Horn, who also expected to make recommendations on the basis of the findings. Mr. Ben-Gurion, who is also Acting Minister for Foreign Affairs, contemplated Mr. Hammarskjöld's proposal for some time and then dispatched a reply that failed to approve the proposal in its present form, but left the way open for further discussions.

It is understood that Mr. Ben-Gurion's line of argument was that the making of elaborate surveys might create the misleading impression that effective steps were being taken to restore tranquility along the border, whereas the truly effective step would be for the U.N. to ensure that the Syrians abstain from all acts of aggression and do not interfere with normal civilian life in the border areas.

Israel has discovered in the past that rejection of U.N. proposals which do not appear appropriate are difficult to explain to foreign circles which welcome all signs of action, the more so as their usefulness is not so judged at a distance. This may be the reason why an attempt was made to keep the entire negotiations shrouded in mystery.

However, as often in the past—quite the opposite was achieved. Whereas Mr. Ben-Gurion's reply was couched in moderate terms questioning the effectiveness of such a survey, the Press—in Israel and abroad—reported only a complete rejection.

Mr. Hammarskjöld, on the other hand, took the other side, and suggested to Mr. Ben-Gurion that a conference with General Von Horn on the details of such a survey might perhaps dispel some of Israel's misgivings. Consequently, General Von Horn requested a meeting with Mr. Ben-Gurion and the meeting was held at the Prime Minister's Office yesterday.

Shots In The South

MEANWHILE, there was an increase in the number and gravity of incidents along the Israel-U.A.R. border.

PELTOURS

TRAVEL TOURS INSURANCE FREIGHT

DEPARTURES: FEBRUARY 22 — FEBRUARY 27

FROM TEL AVIV-JAFFA (MOD AIRPORT)

Date Time Company Destination

SUN. Feb. 23 0645 T.W.A. Athens, Rome, Zurich, Frankfurt, New York

0645 E.L. AL. Athens, Zurich, London, Istanbul

1200 ALITALIA Rome

1300 EL AL. Athens, Zurich, London, New York

1300 AIR FRANCE Rome, Paris

MON. Feb. 24 0700 SWISSAIR Athens, Zurich, London, Rome, Munich, Brussels

0700 EL AL. Athens, Zurich, London, Rome, Munich, Brussels

TUES. Feb. 25 0645 EL AL. Athens, Zurich, London, Rome, Munich, Brussels

0645 AIR FRANCE Athens, Zurich, London, Rome, Munich, Brussels

0645 OLYMPIC AIR Athens, Zurich, London, Rome, Munich, Brussels

0645 T.W.A. Athens, Zurich, London, Rome, Munich, Brussels

1200 ALITALIA Athens, Zurich, London, Rome, Munich, Brussels

1315 E.L. AL. Athens, Zurich, London, Rome, Munich, Brussels

1300 EL AL. Athens, Zurich, London, Rome, Munich, Brussels

WED. Feb. 26 0645 B.E.A. Athens, Zurich, London, Rome, Munich, Brussels

1300 AIR FRANCE Athens, Zurich, London, Rome, Munich, Brussels

THURS. Feb. 27 0645 AIR FRANCE Athens, Zurich, London, Rome, Munich, Brussels

0710 EL AL. Athens, Zurich, London, Rome, Munich, Brussels

0710 SWISSAIR Athens, Zurich, London, Rome, Munich, Brussels

0715 B.E.A. Athens, Zurich, London, Rome, Munich, Brussels

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ISRAELI WEEK



They brought down the weather with them, and the one of Kugel Holm in Jerusalem (above). Photo by Ben-Zion.

THE BORDER SURVEY proposed by U.N. Secretary-General Dag Hammarskjöld was discussed by Prime Minister Ben-Gurion and UNCTO Chief of Staff General Von Horn.

SEVERAL CLASHES occurred on Israel's southern borders as Army patrols intercepted several groups of infiltrators in a growing number of incursions from Gaza and Sinai.

SNOW FELL as far south as the Central Negev and many came down with colds and flu.

THE LIBERIAN EMBASSY moved from Jerusalem to Tel Aviv, reportedly under U.S. pressure.

STEPS TO COUNTER THE ARAB CAMPAIGN against mass immigration were being contemplated in Jerusalem.

THE DEBATE OVER PERFORMING OPERAS continued between the National Opera and the Israel Philharmonic Orchestra.

A DROP IN THE CRIME RATE was reported by the Police.

However, the centre of the latest acts of aggression shifted from the Syrian to the Egyptian armistice line. While on the northern frontier there were two minor cases involving Syrian firing across the border, there were several clashes near the Gaza and Sinai line.

In the sector between the Gaza Strip and Nitana, an Army patrol intercepted a group of marauders, killing two of them in the ensuing exchange of fire. Next day, another clash between an Army patrol and a group of infiltrators, and one Israeli was wounded in the exchange of shots.

The UNEF also had its troubles with the infiltrators. A UNEF patrol intercepted a group of marauders returning from Israel territory in Gaza. When challenged to stop, some of them fled but others tried to cross the border. One was killed by the UNEF, and an Israeli patrol on the trail of some infiltrators, mistook a UNEF soldier for an infiltrator and wounded him in an exchange of fire.

Pressure on Liberians

When Mr. Ernest Jerome Tancy presented his credentials as Liberia's first ambassador to Israel early last November, he took up residence in Jerusalem and opened the offices of the Embassy in the Capital.

This was warmly welcomed as a sign of friendship, since most foreign missions are still in Tel Aviv in view of the 1948 U.N. resolution concerning the internationalization of Jerusalem.

Last week, Mr. Tancy returned from consultations in Jerusalem.

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THE JERUSALEM POST

The Middle East Scene

WEEK-END EDITION

FRIDAY
February 23, 1959

By Amnon Barter

NEW ROLE FOR ADEN



The new Federation has been organized by the local Emirs and Sultans, whose demands, according to the British Colonial Secretary, Mr. Alan Lennox-Boyd, "to pool their resources, to live without fear of subversion or attack, and to give their people greater security, prosperity and freedom" are being met by the Federation.

The Federation comprises three principalities and occupies an important strategic position. It is situated in the Eastern Protectorate, the great part of which consists of desert and barren mountains cut by wadis. It has a population of 250,000 (compared to 350,000 in the Western Protectorate) and occupies a littoral belt, a maritime range and the intramontane plains.

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Aden "demonstration" placard with Nasser's portrait quotes him as saying "Imperialism is fighting its last battle in Aden." A call for boycotting the elections comes from "the blood of the martyrs." At right is picture taken during a riot in town. The photographs appeared in the Egyptian Press.

The steady spread of elementary education, which the British authorities in Aden, though they do not administer the Protectorates directly, have a British Agent in each of them, assisted by a small cadre of British and Arab advisers. The tribes nominate their own chiefs, but their election is subject to confirmation by the British Governor of the Colony. Not all the chiefs have complete control over their people, but since 1943 the authority of some of them has been greatly increased by the introduction of simple administrative machinery.

In the whole of the Western Protectorate, problems of security are taken care of by the Government. One of the strengths of about 925 officers and men. The law courts are of two kinds — Sharia tribunals which administer Islamic Law, and common courts which try cases outside its scope.

Economic Considerations

The formation of last week's union was not prompted solely by political and strategic considerations. The exceptionally harsh economic conditions imposed on the territory by its geographical position and climatic features have hampered its political progress. Geography and climate are also responsible for the division of the Protectorates — Western and Eastern — into "States" and tribal confederations, the chief of each of which are in treaty relations with the British Government.

At the outset, plans were made for two separate federations, one for the Eastern and one for the Western Protectorates. These plans were accepted in principle by most of the chiefs concerned, but since 1943 the authority of some of them has been greatly increased by the introduction of simple administrative machinery.

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BURMA IN GALILEE

Burman Colony Works Hard at Ayelet Hasbazar

By David Slav

A STATUE of Buddha stood on the window sill of Major Than Shwe's room at Ayelet Hasbazar. The weatherman had predicted frost in Galilee, and the statue must have been meditating on the strange fate that had befallen it.

But its followers, the young men and women from Burma who had taken on their apprenticeship in cooperative settlement in Israel prior to undertaking similar projects in their own country, were shivering. They had come to this country dressed in summer clothes but they would not admit that the cold troubled them — even indoors where Buddha's sanctity commanded that they remove their shoes and walk in their bare feet on the cold concrete floor. The members of the kibbutz had had to go into a huddle, round up maps, spread them in two layers on the floor, light stoves and hint to the women and the children as delicate as they could, that they would be less cold if they resorted to underwear.

The Major's graceful wife glided into the room and again so softly that they hardly noticed. A child hurred from the kitchen and murmured a request. Our host patted his head, picked him up in his arms, handed him over to the girl from the nursery and smiling broadly, strode with them to the children's house as naturally as if he had been born in the kibbutz.

When he returned, he stretched out on a travelling trunk and started talking softly and slowly. Burma was a large country with many problems. She had never known tranquility since she became independent. His family and those of other officers and men who were about to complete their army service — some 50 men, women and children in all — had come to the kibbutz and moshavim at Ayelet Hasbazar to see for themselves the way of life of Israel's kibbutzim and moshavim, to gain acquaintance with the people, to establish their strong and weak points and to adapt some of their principles to Burma's ambitious settlement program.

Partisan Fighters

As in Israel, explained the Major, Burma's partisan fighters had formed the backbone of her independent army. Now they had grown older and set up families, and the time had come for them to leave the army. The best way of assuring the future and the country's security was to settle them on the land.

Then Shwe evaded my question about why many soldiers were being discharged, but it was clear there were tens of thousands of them. No less than 50,000 were being earmarked for these settlement schemes, and 8,000 had already been picked as settlers of the first group. The villages, where 700 families were going to settle.

We wondered whether Israel concepts could be adapted to Burma, whether the human material at the planners' disposal could adjust itself socially to such a bold experiment. "Why not?" answered the Major. "This was why we chose to start with soldiers. They are used to

organized social life, have become tied to each other during their stay in the army. Besides, they are young and the sons of peasants."

Perhaps the Major could have given a fuller answer. We got the impression that army discipline would play a role in the new settlement scheme. Neither of us mentioned Nahal units during our entire conversation, but the concept seemed to be present throughout. Outwardly the 30 Burman guests in our settlement have done away with military organization on which it was agreed that they could best be assimilated into the life and functioning of the kibbutzim and moshavim, but in practice it has been retained. The pulchritudinous dress and men may not be immediately evident, but it is there, rank designations are insinuated, power and full discipline is observed. But it is all done with discrimination and good taste.

God in Heart

We wondered how the visitors were able to observe their religious duties. There was no problem about that, answered the Major: God is in man's heart, and soldiers pray who know that there is a God. There is a statue of Buddha — pagodas are monasteries rather than temples.

He had been told we said, that he had instructed his men to give up their rice, to content themselves with Israeli dishes and to adopt Israeli customs and manners. Was that supposed to be an attempt at "Israelizing" the Burmans?

"By no means. You are an immigrant group, you are absorbing the customs and culture of the land you are settling. If you will

want to satisfy all their demands in food and in dress you won't get very far. So we too have preferred to behave like Israelis in Israel so as to feel at home, not like guests. If at the same time we will also learn some things useful of social life and manners, so much the better."

This wish to learn as much as possible as quickly as possible and to absorb Israeli ways ran through the Major's story like a guiding thread. He stressed the need to learn Hebrew quickly. It was a difficult situation, as dozens Burmans trying to go across to hundreds of radically different people with whom they did not even have a language in common. But they had found a way, rigid and original perhaps, but effective. They attended all the kibbutz meetings even though they understood little of the debate; they came to all the film shows and the parties. They sat in the communal dining hall, of course, and their children are in the children's houses. The women are regularly assigned to kibbutz work along with Israeli women. In the evening they all get together and the highest-ranking officers read a newspaper aloud. Then they discuss the day's events and exchange impressions.

Capacity for Work

First a group of Burmans warming themselves in the winter sun, we made for the houses of some of the members of Ayelet Hasbazar who have had something to do with the visitors.

At Kfar Hittim, discussing the "absorption" of another Burman group, Tanhum had told us they make no demands whatsoever, make do with very little, have a tre-



Sign language comes to the rescue where English and Hebrew fail. Burman (left) discusses technical problem with member of Ayelet Hasbazar.

mendous capacity for work and display an open mind and acute perception about everything they are out to learn. At Ayelet Hasbazar, Dov and Nehemia had a very real problem on their hands. "The trouble is they never complain, so we never know what they need. They will shiver and say they're warm, they hunger for rice and keep silent about it. They need sugar for the tea they make at home and won't admit it. Their patience is inexhaustible, their nerves are of steel. Everything about them is spotless and not one of them has set foot in the infirmary."

Hard Workers

The andrus whose job it is to assign members to their daily work had a similar reaction. "They do not look strong but they do a first-class job of work, get up earlier than they have to, work with a will and never

By Alisa Levenberg

Higher Education Unevenly Divided

IN 1957 there were 94,000 boys and girls between the ages of 12 and 17 in Israel, constituting 8.7 per cent of the total population of the country, according to official statistics. The Ministry of Education, which has been set up by the Ministry of Labour, predict that this percentage will grow considerably in the next few years. In fact, the proportion of the adolescent group in Israel will constitute 10 per cent in 1967, provided immigration is somewhere around 35,000 a year.

Changing Demands

Since mass immigration with its almost complete absence of intellectuals and trained persons has contributed to a changed attitude, the demands of the State administration on the one hand and the development of techniques and sciences on the other, the new possibilities that opened before the young citizens led to a preference for higher learning and deep concern for the future of the country. This fact may easily be explained by the difficulties of the adolescent group, the teenagers of today had some years ago when they arrived in Israel.

Smilansky Survey

To complete the picture, the scholastic achievements of Oriental children as surveyed by Dr. Smilansky for the Henrietta Soud Foundation should be considered. The figures quoted in the year 1956, but there is little reason to suppose that substantial changes have taken place.

The Compulsory Education Law is implemented almost completely in Israel. In fact, only 25 per cent of all

children graduating from elementary school, i.e., completing the compulsory education, were of Oriental parentage, while their proportion of the total adolescent population was 10 per cent at the time of the survey. It is obvious that their scholastic achievements, in respect of the causes contributing to it, social environment, psychological, were unsatisfactory.

In fact, while 95% of all children of families of European origin were in the category of "good" or "very good" in elementary school, only 17 per cent of all Oriental children were in this category. The situation is worse where girls are concerned. Only 10 per cent of all Oriental girls were in the category of "good" or "very good" in elementary school. Sixty-four per cent of all Oriental girls were in the category of "satisfactory" or "unsatisfactory".

It is natural that these results affect further studies considerably. Even if social conditions are not allowed to interfere with the career of these children, their failure to obtain satisfactory grades would hamper their further advancement. As it is, only 17 per cent of all Oriental children in the top classes of high schools are of Oriental parentage, while the corresponding figure for the Hebrew University is 18 per cent in the first year, and for the Technion 25 per cent.

The explanations given for these facts are varied. No doubt, the social and environmental factors play a decisive part. Attempts to open special Norm B courses to help Oriental children catch up are still in the experimental stage and depend to a large extent on the ability of the teachers and the specialized work. The addition of another year of elementary school to level out differences, while theoretically meeting the demands, has the obvious disadvantage of adding on another year of studies and postponing even further the state where the student becomes economically independent.

Scholastic Statistics It would be most instructive if statistics were made available reflecting the differences between the scholastic achievements of Oriental children born and educated in Israel and of those who immigrated here. Such research might be valuable in assessing the possibilities and in pointing the way towards the choice of methods that could iron out discrepancies.

It seems as if a suitable programme of studies can only be drafted when the various ethnic groups merge and create their own new pattern. With mass immigration from East European countries putting the stress on the scholastic achievements, it would not be as surprising to bear this particular aspect of Israel education in mind. If the population is to be divided into layers of wood and drawers of water on the one hand, and "intellectual" and managerial personnel on the other hand, with the criterion of division ethnic affiliation, more than temporary unemployment and economic difficulties are the Israel. The nation itself will be endangered.

The problem cannot be solved by goodwill alone, nor will perfect equality of opportunity do away with it. Special methods must be applied to level out differences that may obstruct the healthy socio-economic and political development of the country.

By Philip Toynbee

AS in England the social spectrum of the American intellectuals seems to range from the Academics to the Bohemians rather than between degrees of class, money or even intellect.

The White Horse Tavern in Greenwich Village is a mixture of English pub, American bar and Paris cafe. Coming through the door for the first time the visitor acquainted with other Bohemians will feel instantly gratified or exasperated by the casual familiarity of the atmosphere. The inhabitants are indistinguishable from their confreres in Toronto or Basel, Germany. There indeed sits one prominent, by now rather weary, figure, who was well known in those other areas ten years ago. At the head of the table Dylan Thomas is present at the nightly celebrations, in the manner, the gestures, even the volume of his voluminous admirers.

It is as strange as ever to recognize that most Bohemians, though they claim to be more comfortable than any other social group. They conform not only to a national

pattern but to a protocol of dress, behaviour and intellectual interests. Radicals and uniform wit that a fight must surely break out any moment after half an hour of keen racial abuse, when the russet bull has sunk almost to his knees, his small tormentor leads him to the stables where, sits him down there and

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Drawings by FRITZ



American life with its mix of the serious and the frivolous.

orders him a drink. "After all, some of my best friends are Germans." They are indeed old friends, we learn, and we are witnessing a nightly performance.

AT THE BARBERS. In an unpretentious block on Second Avenue, The Jewish barber has turned round my chair so that I may follow another and later game in the Series. A coarse, drunken Hemingway squats in a corner, with his hand on the head of a little boy. My little Jewish nephew, My sister's little Jew-boy son. But they treat this alcoholic railway porter with humorous consideration. Is he meaning to offend — or partly at least.

DEANCEY STREET. Wise and noisy, running westward from the East River to the Bowery. But there are no bums here. A copy Jewish she's being imposed upon. JAPS. — On Boston Common five little American sailors pass me in the dusk, talking and laughing in Japanese.

(From "The Observer," London)

Classified Advertisements

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Guthrie Stands by Shakespeare

British Producer Says 'Shylock' Is Not 'Anti-Semitic'

By MARK SEGAL

WE met Tyrone Guthrie in his new, newly decorated office downstairs. Seated under an ancient portrait in oils of one of the National Theatre's Founding Fathers, he was dressed in a well-tailored suit, a blue and white striped tie, and a pair of glasses.

We discovered that this young Grand Old Man of the British Theatre is a Scottish-Irishman with a wife who is half-English and half-Chinese. The Guthrie family has a long and distinguished theatrical background — "in the smug, smug, smug way" as he says — and a surprisingly blue pair of eyes.

One of Guthrie's favorite anecdotes concerns his previous visit to this country in 1948. He was invited to the National Theatre by the Jewish Agency for Palestine. He was the last of the Mandate and British officials to visit the country to ensure the Guthrie's safety. "One afternoon we were told that we would have to leave our hotel. We had no choice but to leave. We went to the beach. Then, in walked the committee of Habimah, all wearing their hands in true Russian style. "You must come to see Mr. Guthrie," they cried. So we ended up at the Warshawsky's, a family of Habimah people. At midnight there was a Delmer and a door, and in walked four tall young men, bearing fearful-looking tommy guns. They sat down and said to us, "You are being invited to the Jewish Agency. We played cards all night. In the morning, they bundled us into a car. Delmer heard and off we went to the theatre."

This went on for three weeks. The sight of this old bear trundling through the streets of Tel Aviv, was about as secret as if we had walked in procession preceded by a Green Jack. Actually it was great fun for the neighbours began to take pleasure in watching a new corpse being carried out of the building. Our bodyguard insisted on being present at every rehearsal and they were in tears most of the time. For Finkel was extremely glib and glib. I recall one of them is now a senior Foreign Ministry official and another is a doctor.

The Guthrie's present visit is connected with his production of Shakespeare's "The Merchant of Venice" for Habimah. Guthrie, with them has come the scenic designer Tanya Moisewitch who is doing the sets. The decision to stage "The Merchant" was taken over a year ago, says Mr. Guthrie. Habimah submitted to him a list of possible productions and he agreed to "The Merchant."

YITZHAK Shimoni can always be relied upon to turn up with something new, and in fact is usually the moving spirit behind some of the most original entertainment Kol Yisrael broadcasts. Although the majority of his programmes, such as "Three in a Boat" and the Saturday morning Musical Quiz, are prepared in collaboration with other editors and writers, Shimoni's personality dominates the broadcast to such an extent that listeners tend to identify his programmes with him alone.

Mr. Shimoni has been running a new programme called "The Circle" — because all that takes place begins and ends in the studio, and adventures outside are followed by the radio audience. It seems that he has set out to prove that the radio really is a good sport and will take up any challenge, however embarrassing the situation in which they find themselves. Shimoni tries to encourage the bravado and Autops, so characteristic of a radio star.

Last Wednesday brought the second in a series of programmes which is to be produced approximately once a month. The task set the first volunteer from among University students gathered in the studio was certainly unconventional — to bring back to the studio a couple living in a certain married within the last 10 years. But the young lady willingly took up the challenge.

check with the police in advance next time to make sure that he is not daring the police to break the law or become a public nuisance. During the interrogation at police headquarters Kol Yisrael announcer Hagai Pines, who was accompanied by the student, asked whether he would have jumped off a roof — if dared to do so. But the young man, who is a student at the Hebrew University, said he would certainly not do so.

Another danger in such a programme is that whatever is set may become repetitive and therefore tiresome. The repetitiveness is a little showing: the theme of talking someone into coming to the studio has also been used in the previous programme, as was the cinema as a scene for escapades.

Technically, except for one slight hitch, "The Circle" was well done. The student, who followed the young actress through their pranks and enjoy the piquancy of the particular situations. The standard of broadcast made from outside the studio. We look forward to more fun with Yitzhak Shimoni in this light-hearted form of entertainment. E.K.

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Sculpture: Individualists Wanted

THE exhibition "Ten Years of Jewish Sculpture" assembled by Mr. Z. Efron, director of the Museum of Art, was reviewed in these columns in some detail on August 18, when first shown on show at the Jerusalem Artists' Pavilion, the halls of which are singularly well suited to a display of this nature. The main hall in particular has been arranged with great taste.

Regrettably, this is more than can be said for most of the 60 works on show. There is very little that is truly original in either form or idea and most of the works display a lack of basic understanding of the very demanding task of making an interesting object in three dimensions.

There are three methods: building up clay into terra cotta or the basis for a bronze casting; the cutting and shaping of stone and wood; and the fitting and joining of iron, plastic and glass. The first method has a number of inherent aesthetic defects: it means modelling the character of the material and casting it in another. The poor man's alternative is plaster casting and plaster is a horribly unfriendly material. Certainly it does nothing to enhance the uninteresting designs in this show. The next method, that of cutting demands of the sculptor two things: first, the type and form of cut. This often means working into the material and not just on its surface, and nearly all the carvings in the show succumb to this test. Like many of the castings, their forms are only half or badly turned into the mass and left to die. They do not move through it or with it.

A notable exception is Lehmann's well known "Three Graces," which is also an interesting look at the artist's work. It is a piece of wood carved out of a single mass and giving it life, direction and thrust. In this sense, it is a masterpiece. It is a piece of wood carved out of a single mass and giving it life, direction and thrust. In this sense, it is a masterpiece.

Lehmann, "The Three Graces"

strength and presence. One might have expected the ironmongery section to be more rewarding. It was all the rage in England and the U.S. a few years ago and international prizes were going to little figures trapped in welded cages while the Americans were tearing sheet iron into animals and persons in Paris was again showing complicated torsions and tensions of welding rods that looked like the inside of my typewriter.

Iron Insect

Moshe Tamir and Yehiel Shemi brought wrought iron to here again. Even this primitive material must be treated with respect. The best on show are Edith Heyman's "Mosquito" and "Fish" (could also be a boat) which have line and a sense of spatial relationships. The former has something of the towering, overhanging presentation of Zaddine, despite the difference in material. Shemi nearly always produces something interesting, if not identifiable as something of his personality.

David Palombo, on the other hand, seems to use the material for its own sake: like many of the plaster figures, his iron designs are too obviously to be interesting and not sufficiently attractive to be justified. Planting a couple of lumps of green glass in the

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Exhibitions in Haifa

J. Dworkin

J. DWORKIN who is holding his first one-man exhibition at the Community Centre, Mount Carmel, displays a collection of original plays, considered originality. He paints landscapes in watercolours, divided into two separate groups, the one based on orange, the second on brilliant green, both arising from the reality of the landscape. That is important because these are evocative dream landscapes ("Near the Tarkon") and actually is only the starting point. He has succeeded in conveying his sincerity in a series of highly competent paintings.

But Dworkin must understand the difficulties of the path he has chosen and the danger of premature success. The essential command of colour will probably mean a lifetime's work, and an equally paramount problem lies in the degree of detail required by his pictures. He would like to omit it altogether ("Sunset in Athlit") with its blue dissolving upwards into an orange sky).

Zahara Shatz' plastic is milkily unappetising as a material for sculpture despite the quite dazzling abstract forms. From this show, which it must be admitted, seems far from being representative, nobody in Israel is doing anything newer or more interesting than Brauner in 1917 or as good as Moore in 1936. We need a few rugged individualists in this field.

M. R.

One might have expected the ironmongery section to be more rewarding. It was all the rage in England and the U.S. a few years ago and international prizes were going to little figures trapped in welded cages while the Americans were tearing sheet iron into animals and persons in Paris was again showing complicated torsions and tensions of welding rods that looked like the inside of my typewriter.

Iron Insect

Moshe Tamir and Yehiel Shemi brought wrought iron to here again. Even this primitive material must be treated with respect. The best on show are Edith Heyman's "Mosquito" and "Fish" (could also be a boat) which have line and a sense of spatial relationships. The former has something of the towering, overhanging presentation of Zaddine, despite the difference in material. Shemi nearly always produces something interesting, if not identifiable as something of his personality.

David Palombo, on the other hand, seems to use the material for its own sake: like many of the plaster figures, his iron designs are too obviously to be interesting and not sufficiently attractive to be justified. Planting a couple of lumps of green glass in the

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Economic News from Abroad

Pulling Out of Iraq
The Iraq Petroleum Company, threatened by the new regime in Iraq, has reached a new agreement with the Baghdad government under which it has to increase oil output from the present 34,000 tons a year to 57,000 tons by 1951. The new agreement also provides for an increase in the price of oil through the Persian Gulf, for which the new price is to be set at \$1.25 per barrel.

THE JERUSALEM POST

Friday, February 20, 1958

THE EXPORT DRIVE
The new export drive now being worked out at the Ministry of Commerce and Industry should be considered against the background of the world trade recession. In 1958 our visible exports amounted to \$1,100 million, a high of \$1,200 million in 1957. For 1958 an ambitious target was set and a new export regime put into operation in order to implement it, including better terms, export insurance, easier bank credits, allocation of raw materials for the home market linked to export proceeds, market research, etc.

However, the world trade recession intervened, and the actual sales last year were \$1,100 million, although the level of world commodity prices—while simultaneously reduced our import bill—should be taken into account, just as the rise in 1957 was partly due to a higher price level.

For the coming fiscal year (1958/59) export forecasts prepared in December amounted to approximately \$1,200 million, on the assumption of stable prices for agricultural products, a further price drop of an average of 10 per cent for industrial goods, and a slight rise in diamond prices. That advance would not, however, involve any revolutionary departure, though the difficulty of even holding the positions gained in foreign markets in the teeth of stiff international competition should not, of course, be underestimated.

Diamonds were expected to advance four per cent (at real terms), and agricultural exports (cotton, eggs, peaches, etc.) nine per cent, i.e., \$100 million. The target for non-diamond industrial exports was set at \$600 million, as compared with \$470 million in 1957 and \$520 million in 1956. This would require an advance of 30 per cent in the volume of commodities shipped, though the sales proceeds would rise less because of the expected price declines. The biggest advances were expected for foods (mainly citrus by-products), textiles, basic chemicals (petroleum and light industries products).

The targets were ambitious enough—in view of last year's disappointments—but not beyond realistic expectations. And the aggregate net added value of the exports would still be only \$500 million, just \$40 million more than we achieved in 1957 and \$100 million more than in 1956. Significantly, the prospects seemed brighter for invisible exports, which have continued to increase despite the slump in shipping, and to the increase in size of our fleet, the increased income from aviation and—mainly—the rise in tourism. From \$250 million in 1956 earnings from invisible exports rose to over \$500 million in 1957, with a forecast of \$1,000 million for 1958/59, of which the added value would be \$600 million, compared with \$500 million last year.

Now, however, those December estimates are undergoing a double revision. On the one hand, the sudden increase in immigration has posed an urgent employment problem, and in view of the limited possibilities in agriculture, industrial production for overseas markets is seen as the best way of absorbing additional labour. On the other hand, the boost given by immigration to economic activity has already resulted in a marked expansion of the home demand, which is felt both in the hardened attitude of the trade unions on the wage front, and in the greater reliance placed by the manufacturers on domestic sales. Combined with the continuing world recession, this has led the trade community to slacken its efforts in the export field which was just beginning to be tackled seriously.

It is against this background that the new programme has been conceived, envisaging a 30 per cent increase in the "replaced value"—to the extent of another 600 per cent per dollar earned—plus additional premiums (of \$1.25 per dollar of "added value") for export proceeds in excess of the amounts earned in the current year, as well as several special inducements for big and efficient exporters, and a general streamlining of export control procedures. Small wonder that industry spokesmen have applauded the programme.

Under the circumstances the new course may indeed be the only way out, despite the additional strain it puts on the Treasury, and in this respect nothing definite or reassuring has been heard so far.

built. As a result, the government's income from royalties is expected to rise to almost double 1957's record figure of \$100 million. On the other hand, the I.P.C. has surrendered its offshore rights for drilling in the Persian Gulf, and the area is now being offered to other companies, Italy and the U.S. in particular are said to be interested. The Khashoggi Oil Company, a subsidiary of British Petroleum, also voluntarily gave up its exploration concession in Iraq.

New Plate Glass Process
A new method of making high-quality glass has been invented by Pilkington Brothers, the English glass manufacturers whose system of grinding a continuous ribbon of plate glass is used the world over. The basis of the new process is a continuous ribbon of molten glass in a controlled atmosphere, then cooled so that both surfaces of the glass are flat and parallel by the operation of gravity. This does away with grinding and results in an unspooled, fire-bright surface, making it possible to reduce both the cost and manpower in plate glass production. However, the full commercial advantages of this Pilkington process are not expected to be realized until after several years of further development.

Rayon's Progress
The rayon industry, which only a short time ago was said to be on its way out in the face of the progress of nylon, has gained new momentum as a result of research work. In the U.S. rayon is again preferred to nylon, and the Russians have concluded an agreement with Sino-Vitcos for construction at Saratov of a large rayon factory that will supply cord for three new rubber plants, including special super-cord for aircraft tires.

Norway Rescues Subsidies
Norway has been helped by the world shipping slump and trade recession, and though a slight recovery is expected during 1958, the Norwegian government is spending on special public works projects, unemployment benefits, etc., to the tune of \$200 million. The government has decided to restore the food subsidies which were cut in 1957, and to stabilize the State budget and reduce domestic consumption and imports in view of the big foreign payment deficit. Meanwhile the trade unions have asked to postpone their claims until 1959, while agricultural organizations have been asked to make voluntary price reductions.

Czech Trade Offensive
Several successes have been achieved by the Czech trade offensive in Africa and Asia. In Egypt, for example, new building a water purification plant in Cairo, and will put up three big dairy factories. In Iraq an agreement has been signed to build two pumping stations on the Nile, two transmitters for Cairo radio and a shoe factory. In Iraq an agreement has been signed to build two pumping stations on the Nile, two transmitters for Cairo radio and a shoe factory. In Iraq an agreement has been signed to build two pumping stations on the Nile, two transmitters for Cairo radio and a shoe factory.

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New Trends in Mortgages

By Our Economic Editor
MORTGAGE loans naturally come in the wake of building activity, but with a time lag, and though building contractors complained of a slump in 1957, the General Mortgage Bank's figures show an expansion on an unprecedented scale that year, reflecting the rapid number of dwellings started in 1957.

The new loans granted in 1957 totalled \$1,100 million, almost double the amount in 1956 (\$550 million), and despite increased repayments of previous loans (partly due to the special rebate offered for early repayment of Government-financed loans) the number of loans outstanding rose by some 10 per cent (to over 25,000), while the balance outstanding advanced by 20 per cent to \$1,100 million. Of this amount \$1,100 million, representing wholly or partly linked loans (\$1,100 million), the dollar exchange rate, and \$1,100 million, but obviously this type of loan is bound to rise to first place before long.

In addition, the bank has also succeeded in having the \$1,100 million advanced to the Treasury on account of loans to be granted in 1958 linked to the dollar, and thus had aggregate linked assets of \$1,100 million, as against linked liabilities of \$1,100 million (namely \$1,100 million in debentures and \$1,100 million in linked deposits), of which only \$1,100 million were linked to the e.o.l. index. This decrease in the importance of linking to the index is an evidence of the change in the place in the public's thinking—and in the country's economic situation—in this respect. It is no longer the inflationary spiral of prices and wages that is considered the investor's potential danger, but the prospect of currency devaluation, though the rapid spread of linking clauses in all kinds of domestic monetary contracts palpably tends to diminish the eventual gain the country's economy may expect from such a step.

Building Loans
As in former years, most of the Bank's loans in 1957 were granted to public building schemes. The "Savings for Building" scheme got the lion's share of the total, \$1,100 million, or 40 per cent of the total, and immigrant housing \$1,100 million, or 20 per cent. However, the share of private contractors increased to \$1,100 million (10 per cent of the total), though it should be mentioned that these loans were granted for schemes carried out in cooperation with Government development projects.

Among these, the 100 dwelling units being put up in Eilat (partly for rental) rate special mention, for here most of the money (\$1,100 million) was provided by the Treasury, which even agreed to defer the collection of capital instalments of part of the interest on its loan until the tenants pay back the construction costs.

Flight Times Wrong for Eilat

By MEIR BEN DOV

THE Eilat who wants to spend a morning and afternoon in Jerusalem or Tel Aviv must figure on an expenditure of \$100—because it means two nights in a city hotel. There is no way of getting to Tel Aviv before 11 a.m. even by plane, and no way of getting back after two p.m.

Although the bus trip from Tel Aviv to Eilat now takes six hours, Eilat still thinks in terms of the days when it took 12, and the only buses leave Tel Aviv at Eilat at six a.m. The cooperative claims there is not sufficient demand for a service later in the day, but of course the needs of the tourist and the visitor from the North to Eilat are met by special return trips, complete with special equipment, local guides and sightseeing, while the Eilat has no way of making a return trip at all in one day.

Arkia, too, is interested chiefly in the visitor to Eilat, and its advertising at him aims at his services with his needs in mind. The Eilat who wants to visit Tel Aviv and back the next day must be content with the

travelling organization's short-term loan of \$100 per unit. This new departure in the Government's housing policy is to be seen in the context of its increased readiness to purchase ready apartments and houses still under construction from private builders—since its own building activity did not cover suddenly increased requirements for housing immigrants—and of the tendency of private contractors to participate in the financing of building schemes initiated by the Government.

Development Budget
As a matter of fact, the Government Development Budget provided only 20 per cent of the funds for mortgages granted by the General Mortgage Bank in 1957, as compared with 60 per cent in 1956; another 20 per cent came from public sources (including the Tourist Corporation, which has taken over the financing of mortgages for hotel buildings), against 15 per cent in the preceding year, and 30 per cent (against 21 per cent from the Bank's own sources (\$1,100 million, including \$1,100 million from the debenture market, fully placed on the market) and from private building contractors (\$1,100 million). It is to be expected that this tendency will gather momentum during the current year, as talks are already under way concerning the Bank's second

Practical Export Promotion

Jerusalem Post Reporter

PRIVATE exporters insist that stiffening international competition jeopardizes Israel's trade in foreign markets. They claim that the gradual decline of Parnas accounts additional premiums and other inducements must be given to industry, in order to offset higher production costs and to make exports remunerative.

Public export organizations are much more optimistic. The State-owned Israel Export and Trust Corporation Ltd., which has sales amounting to \$1,100 million, and half on a commission basis—hopes to achieve at least \$1,100 million, and already has on hand orders for \$1,100 million. The company was established less than two years ago with a paid-up capital of \$1,100 million, and its income increased to \$1,100 million in the next fiscal year, and operates on a strictly commercial basis without any subsidies or government guarantees. Set up in order to coordinate and facilitate export activities of small and medium industrial concerns which cannot afford to maintain efficient trade contacts abroad, it acts both as a marketing body and as a promoter of sales abroad, and thus helps them to develop remunerative pro-

duction on a competitive price level by adjusting quality to foreign market requirements, and by the full utilization of productive assets and labour force.

Exports to Sterling Area Up

Jerusalem Post Reporter

Israel exports to sterling countries increased by 57m. in 1957, to total \$20.5m., mainly on account of higher sales of diamonds and gold. Diamonds accounted for virtually the entire export to Hong Kong (\$15.5m.) and to Singapore (\$5m.), which had scarcely figured in Israel exports in previous years. On the other hand, various manufactured products made up all our exports to Ghana, Tanganyika, Kenya and Rhodesia, all of which showed considerable increases. The Ghana purchased \$15,000

Small 10-seater aircraft like this De Havilland Dove, seen here at Eilat airfield, could help solve the problems of Eilat businessmen who must commute to Tel Aviv.

Eilat residents are exempted from this raise and led to an interesting discovery: a very few of its passengers belong to this group.

Eilat businessmen suggest that a special ten-seater plane leave Tel Aviv at six p.m. and arrive in Eilat at six a.m. The Eilat businessmen suggest that a special ten-seater plane leave Tel Aviv at six p.m. and arrive in Eilat at six a.m. The Eilat businessmen suggest that a special ten-seater plane leave Tel Aviv at six p.m. and arrive in Eilat at six a.m.

Arkia's touchdown at Beer-sheva shows how little the company's sales are in the Eilat area. Although more Eilat businessmen have business in Beer-sheva than vice versa, the flight leaves Beer-sheva at eight a.m. and Eilat at five p.m., so that while the traveller from the north can plan his stay conveniently, the Eilat has to spend two nights in Beer-sheva for a few hours' business.

Trade Map
Such an institute will have to draw up a trade map of present conditions—and conditions evolve rapidly not only in production processes but also in the rise of new configurations, such as the Common Market, and the appearance of new buyers and new competitors. We must make sure that Israel does not miss its opportunities.

debenture issue, which may amount to \$1,100 million. Moreover, the Bank plans to launch its own saving scheme for housing on lines similar to those of the Government-sponsored Savings for Building scheme, though with several modifications and for longer terms.

Private Building
Thus at a time when the provision of housing for immigrants is the order of the day, we are also witnessing the re-emergence of a private building and mortgage market for oldtimers (and young couples) along the general line of progressive development. Indeed, a table contained in the Bank's report reveals that 44 per cent of all buildings started in 1957 (as compared with 30 in 1956) were erected by private contractors. The report points out that "a conservative estimate puts the number of such flats in the finishing stage at over 1,000, with no buyers available," and sees the reason for this in a reduced flow of German restitution money into this market due, apparently, to restrictions on the use of this money for housing by now. However, demand from other quarters may be expected to develop, in particular if mortgage facilities improve for the long-term financing of part of the private builders' costs as well.

Stocks and Commodities

Jerusalem Post Reporter

Quiet Conditions in Tel Aviv
Elsewhere on the market, Bank Leumi Investment or-dinary, Palestine Cold Storage ordinary, Delek and five per cent Dead Sea debentures advanced by three to four points, while Asia, Dodia, Ata, Kurdeh and Africa-Palestine lost ground. The report about the gas find at Zohar spurred the demand for some oil shares, and particularly Naphtha shares, which advanced from around 90 per cent to about 115 on Thursday. Also better were Jordan Exploration shares, which advanced by four, while five per cent National Oil debentures enjoyed a continuous demand and advanced to 101 per cent on Wednesday.

New York Steady
RATHER steady conditions ruled on Wall Street during the past week. Fluctuations were small. Rein-vestment demand was attracted by the belief that stock had passed into strong-

Paris Quiet
PURCHASE from West Germany and Switzerland supported the market, while uneasiness about the Tunisian situation caused uncertainties. The undertone remained optimistic and most prices were well maintained.

Copper Stronger

Jerusalem Post Reporter

THE price of copper on the London Metal Exchange advanced on news that the U.S. would tighten restrictions on copper exports to the Soviet bloc.

By arrangement with I.L. Fuchsinger Bank Limited

By arrangement with I.L. Fuchsinger Bank Limited

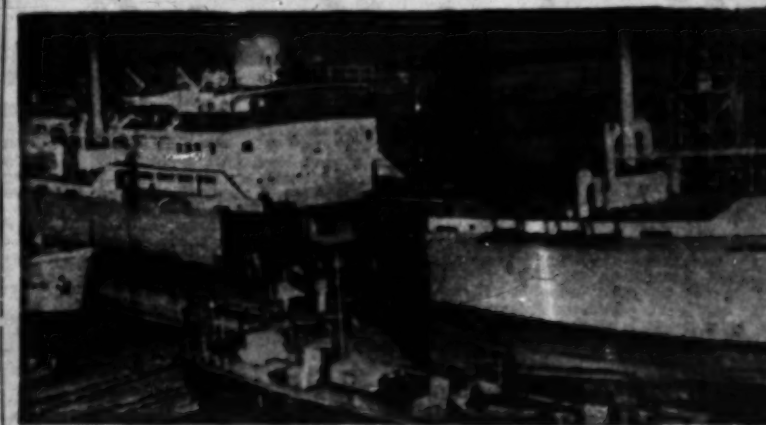
By arrangement with I.L. Fuchsinger Bank Limited

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By arrangement with I.L. Fuchsinger Bank Limited

DUTCH DISCOVER HOW TO "STRETCH" A SHIP



The directors of the Dutch Orange Line, rather than invest in bigger ships, have decided to "stretch" two of their existing ones by cutting them in half and inserting a new centre section. Pictures show what of Bolnes, near Rotterdam, and the blessed Prins Willem Georg Frederik awaiting its new centre section. After the operation it will be nearly 10 metres longer.

Stocks and Commodities
Jerusalem Post Reporter

Quiet Conditions in Tel Aviv

Elsewhere on the market, Bank Leumi Investment or-dinary, Palestine Cold Storage ordinary, Delek and five per cent Dead Sea debentures advanced by three to four points, while Asia, Dodia, Ata, Kurdeh and Africa-Palestine lost ground. The report about the gas find at Zohar spurred the demand for some oil shares, and particularly Naphtha shares, which advanced from around 90 per cent to about 115 on Thursday. Also better were Jordan Exploration shares, which advanced by four, while five per cent National Oil debentures enjoyed a continuous demand and advanced to 101 per cent on Wednesday.

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Russia Headed For Trade



CLOSER scrutiny of the Soviet seven-year plan announced last November has led Western economists to view it from a new angle. The plan's targets are, of course, impressive; they are based on an expected annual increase in aggregate industrial production of about eight per cent or so (compared with 13 per cent during 1950-54) as against the three or four per cent expected for the U.S. economy. But it is pointed out that the U.S.S.R.'s per capita output will still be lower in 1955 than was that of the U.S. in 1957, in almost all commodities with the exception of cement and woolens.

Capital Goods

However, even the Soviet plan capital goods are to be given preponderance in the future too, and as a result the production of steel, pig-iron, ferrous metals and machinery may be expected to increase beyond ultimate domestic requirements, and to be directed to export markets. Thus Russia appears to be heading for increased participation in world trade, in particular as a supplier of investment goods for developing countries, but also as a new competitor in non-ferrous metals and in diamonds.

On the other hand, she may yet appear as a net importer of oil, the expansion she plans in the output of her oil and natural gas does not reach the ambitious targets so as to cover her rapidly expanding industrial demand.

English-Hebrew TYPIST
thorough knowledge of both languages. Experience in insurance. Seeks part- or full-time employment. Apply: No. 12389, P.O.B. 82, Jerusalem.

30.7%

More inches in 1958

than in 1957, demonstrate advertisers' confidence in the pulling power of THE JERUSALEM POST. Circulation figures during the same period show a steady readership.

The "total-selling" medium is the daily newspaper READERS OF THE JERUSALEM POST BUY MORE

TRANSLATION: January 12, 1958 No. 428

The Management, The Palestine Post Ltd., JERUSALEM.

Dear Sirs,

In accordance with your request, we hereby confirm that, following examination of the books at your offices, the daily average circulation of the newspaper, The Jerusalem Post, for the months of October, November and December, 1957, was as follows:

| | Daily Average Weekdays | Daily Average Fridays | Daily Average Despatched Abroad |
|---------------|------------------------|-----------------------|---------------------------------|
| October 1957 | 15,546 copies | 19,834 copies | 1,407 copies |
| November 1957 | 15,521 | 20,077 | 1,411 |
| December 1957 | 15,321 | 20,216 | 1,426 |

We also wish to confirm that, following examination of your books by us at your offices, the totals of paid advertisements for the years 1957 and 1958 are as follows:

| | 1957 in inches | 1958 in inches | increase |
|---|----------------|----------------|----------|
| Total Advertisements including special supplements | 66,391 | 66,326 | 21% |
| Total Advertisements in Daily Issues only (not including special supplements) | 69,226 | 77,401 | 30.7% |

Yours faithfully,
Somekh, Chalkin, Citron & Co.

WANTED TO RENT

Furnished, partly furnished or unfurnished 2 1/2-3 1/2 Room Flat in central location, Tel Aviv, preferably with telephone for 6-8 months. Immediate occupancy. Exchange for spacious 2-room, self-contained flat in the German Colony, Jerusalem, also considered. Bank guarantee available. Write: No. 010, P.O.B. 81, Jerusalem.

Buyers' Market Must Be Wooed

By PAUL KOHN

SELLERS in this country who find themselves going ground to a "consumers' market" every day, will have to employ modern tactics to gain new customers or even to hold old ones. Advertising is the seller's most powerful "psychological weapon" and they will be forced to use it if they wish to remain in business. The days when they were able to sell a product by merely putting it on the market are gone, and every buyer hopes that they will never return.

These days, unlike a few years ago, you can find candy stores chock full of chocolates, grocers with pyramids of different apples, strawberries and vegetables, electrical appliance shops with varieties of heaters, coolers, grills and cookers, music shops with record selections from Presley to Paganini, not to mention the self-service and supermarket establishments. The Israeli housewife can now choose widely the goods that go into her shopping basket, but she is no less susceptible to good advertising than her counterpart elsewhere.

According to the chairman of the Israel Advertising Association, Mr. Otto Wallish, some 11.5m. were spent on advertising in Israel in 1958. So far, advertising in Israel has been exclusively devoted to "salesmanship" in print, as radio and television have not made their mighty entrance yet. Their "ear appeal" techniques may not appeal to everyone, but which listener forgets a product when the commentator on the news that Premier Khrushchev has sent President Eisenhower a note is introduced by "but first let me tell you about how good a glass of dry Skivitz beer is."

However, even in the countries where these media play a major role in sales pressure, it is still the newspaper and magazine which are the backbone of advertising. All the more so here. It is estimated that half of last year's total advertising expenditure was spent with newspapers and magazines, 11.5m. at the Tenth Anniversary exhibition and the rest in cinema, billboard, railway, bus and matchbox advertising.

Many Agents

In relation to the sums spent on commercial advertising, there are a great many advertising agents. Sixty are members of the association alone, but the total must be around 100, many of them on a part-time basis. Nevertheless, some 50 per cent of all the turnover goes through the top dozen agencies.

It is reckoned among agents that the country turned from a "seller's market" to a "consumer's market" between two to three years ago. The introduction of extensive self-service stores last year also forced manufacturers into higher advertising consciousness. Two days when a grocer's mumble "this is good" would have a housewife purchase a certain tin of pickled cucumbers (perhaps because it was the brand the grocer had in stock) have been replaced in the help-yourself stores by the shopper's choosings: pickled cucumbers from a dozen brands.

Assuming that the dozen pickled gherkin enterprises can produce a product of equal quality, sales promotion has to be more expert. The agent has to know, promote, choose his media, timing, and placing for his advertising. He has to keep a check on newspaper space, circulation and prices, and on

all the other advertising possibilities available to him. He may also have to design and write copy for advertisements besides running around, dealing with newspapers, other media and clients. But you can still find "advertising agencies" consisting of one chain-smoker in rolled-up sleeves, cooped up in a dusty half-office piled high with statistics, bulletins, trade journals and working hectically with scissors, glue, pencils and ink — himself doing all the jobs required because it does not pay him to keep commission artists or copy writers.

As more is demanded of

the advertising agent, the work becomes more scientific and professional. The inevitable result will be that the little agencies will be forced to merge in order to provide competitive services. Although in theory there are "free competitions" among advertising agencies, members of the association, founded in 1953, operate according to a gentlemen's agreement: one agent does not encroach on the customer of another. In efforts to raise the standard of advertising, the association has also been running courses for employees in the profession and in related vocations. These courses are

given in cooperation with the Ministry of Labour. The chairman of the association points to "very satisfactory cooperation" between newspapers and advertisers. This may take the form of advertising space available in the paper, "advance bookings" of a certain section of the paper, space and supplement to be published, etc. If an article on, say, smoking habits is to appear, such a notice will enable the advertiser to place cigarette notices in the same page on that day. It is this "inside information" that enables the professional agent to give his clients better service. The association is now pressing for the establishment of an Audit Bureau of Circulation, the ABC as it is known in other countries, that provides reliable information on circulation figures, reader breakdown etc., to guide advertisers.

Advertising started to gain ground in this country shortly after the "German Aliyah" in 1933, though there were a very few agents established before that and British firms sent their advertisements directly from the U.K. Advertising "bombs" from such a distance often fell wide of the mark, like the boot polish poster blots that were stuck on a London bobby having his boots polished. This meant virtually nothing in a country where Arabs did not wear boots, the Jewish pioneers did not want their polished, and in any case no British bobbies in London attire were to be found.

Cover Costs

The media for advertising here has not altered much since the early days. When told that advertising in Israel is "years behind" the U.S. and Europe, agents claim that this is because advertisers are not prepared to spend large sums on composition of advertisements. It was pointed out that a back cover advertisement of "Life" costs \$51,000. Since he already spent that much, the advertiser was also prepared to spend another couple of thousand dollars to have the best possible copy and art work prepared for him. The back cover of an Israeli weekly costs 11.5,000, but the advertiser, knowing that it will reach only about 20,000 readers, is not prepared to spend additional large sums on having the best in advertisement composition. Nor is Israel mechanically equipped to reproduce first-class colour prints, and the paper of most publications is inferior to that of similar journals abroad. Good reproduction of even ordinary photographs in newspapers is still handicapped by lack of equipment. There is also the "language barrier" in advertising here.



No refueling stops at Goss Bay, Labrador or Gander, Newfoundland, when you fly El Al jet-prop Britannia between London or Paris and New York. It's the only jet-powered airliner that makes it non-stop regularly across the Atlantic. Book El Al Britannia to New York, Zurich, Athens, Tel Aviv.

EL AL ISRAEL AIRLINES

In the U.S., the art of successful advertising lies in holding down a sales advantage to its simplest expressible form and illustrating the advantage in a striking way. Doyle Dane Bernbach, El Al's U.S.A. advertising agent, have succeeded in doing just this in the brilliant advertisement above, which appeared in "Time," "The New Yorker" and other journals last week. Last year, El Al's major advantage over other airlines was the speed factor. This fell away with the inauguration of pure jet services across the Atlantic.

One of the advantages that remained to El Al was the fact that their flights across the Atlantic were non-stop from New York to London. The ad has succeeded in expressing this.

New Trends in Publicity

From a Special Correspondent
ISRAELI advertising made its biggest stride forward in 1958. Expenditure increased by up to 15 per cent over the preceding year. In the 12 daily newspapers alone, over 80,000 inches of advertising space were taken netting nearly 11.5m.

A similarly favourable trend is reflected by the new approach of industry, commercial and financial enterprises and public institutions to advertising as an essential tool of marketing and public relations. Advertising is now being considered an integral part of the costing of a product or service, although its part in the total turnover is still considerably less than in advanced countries.

The pages of the press and the window displays in the ci-

ties present the same picture as in other countries. The battle of the cigarette filters rages here as everywhere else in the world. Banks compete for savings, detergent firms try to woo the housewife, fuel companies smile at the motorist. The El Al box recently appeared in the arena in the citrus packing controversy, and our national airline has become a regular and major international advertiser.

Collective Campaigns
The collective campaigns carried out, not for a single brand, but for a general sales idea or plan by groups of enterprises are of special interest. One example of this is Heta Life Linked Insurance, advertised collectively by ten of our insurance companies. Another is the combined campaign for beer—without mentioning the brand names of

the two breweries involved. A more recent instance is the current campaign for more ice-cream consumption in winter, carried out collectively by three otherwise competing food producers.

This new avenue of advertising appears to be particularly suited to a country like Israel where the small advertiser cannot, on his own, launch a regular campaign. The plastic and metal industries might follow this lead.

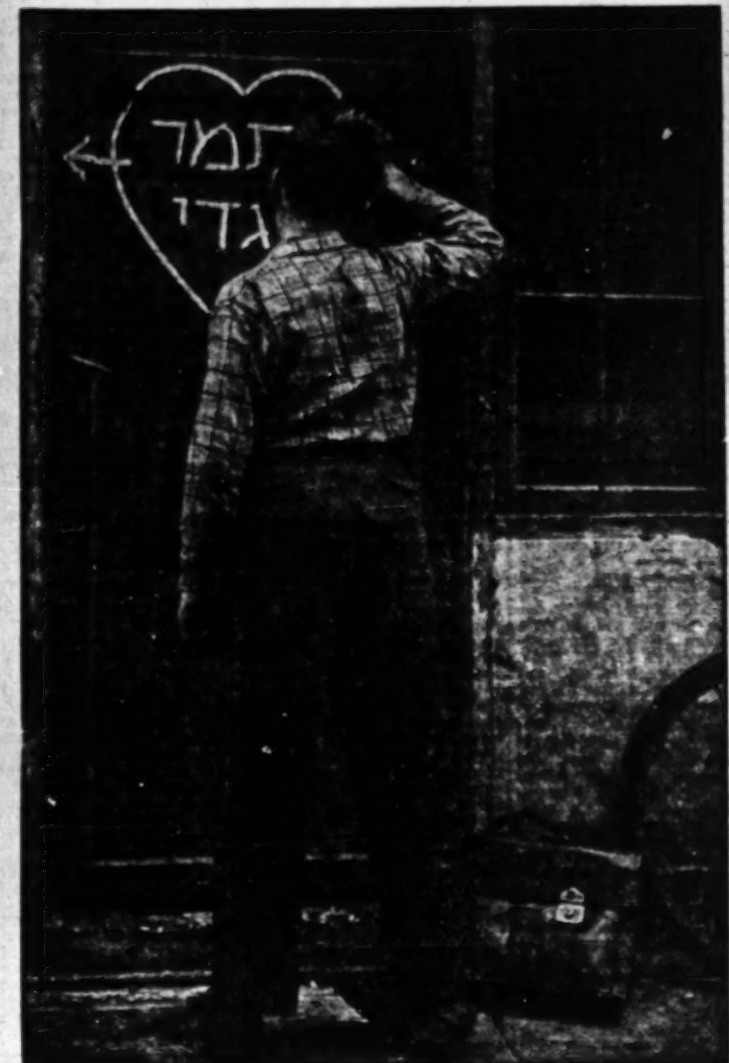
It Pays to Advertise
Well planned and executed local campaigns are proving the effectiveness and profitability of advertising. They also demonstrate how advertising can change habits, especially in a new country. The home heater has entered thousands of households this year. This is partly due to extensive advertising. The first supermarket has within a short period of time made the public conversant with a new way of shopping.

Children the world over are especially receptive to advertising, and ours are no exception. A prize competition aimed at them netted over 15,000 entries.

The right appeal to the decisive factor. One two-minute film that aimed at a visual and simple manner, the advantages of keeping money safely in the bank instead of under the mattress, brought a number of new depositors to those branches of the advertiser that were located in areas where new immigrants had flocked. This was one instance of advertising functioning as an educational medium as well as a commercial instrument.

Some advertisers complain of the high cost of advertising in Israel. This is true to the extent that most other professional services are also costly. Production costs, art work, blocks etc. naturally become expensive when the quantities of advertising matter involved are so small. Newspapers with small amounts of space available are obliged to sell this at what appears to be a high rate. In many instances, it is the advertiser himself who is at fault for the seemingly high cost of his campaign. By ignoring the major rule of advertising—the principle of repetition—he goes to the expense of preparing a new product added to his line until an introductory ad appears in the newspapers.

Advertiser at work



When you have good news, you spread the word to all your friends. That's exactly how advertising works. It spreads the good news of products and services that are new and interesting.

Advertising encourages you to think and compare before you spend. And as you and your friends select a product and buy it, more people work to produce it, technicians constantly improve it, manufacturers sell it to you for less as they produce it in greater volume.

Look over the variety of ads in this newspaper. Most of them were created by members of the Israel Advertising Association:

Art for Ads' Sake

By MEIR BONNEN

COMMERCIAL artists here are enjoying a mild boom in comparison with earlier years, as demands for better advertising and packaging grow. There are over a hundred of them in Tel Aviv, where the solid core of the profession is situated, nearly all "organized" in their own self-defence association. They include cartoonists, designers, illustrators, lay-out men, who more often than not double in several fields, few firms have large staffs or can afford specialists under an art director, as is generally the case abroad. Free-lancers are in the majority and are Jack-of-all-trades.

There is room for more artists too. Immigrant artists and technicians can find jobs the day they arrive, and often branch out on their own as soon as they can manage some Hebrew. Graduates of Bezalel who have specialized in lettering and poster work are at a premium. By the time they graduate many have already used their odd jobs to develop a free-lance practice. Only two or three are available for salaried offers.

Training on Job
However, most of the artists and even the Bezalel graduates get their real training on the job. Together with the advertising agents, they have a stiff fight to get manufacturers to modernize their existing packaging and advertising. If the level of taste in ads and packaging here is often low, it is because of "client resistance" rather than lack of good artists. Too-modern designs are turned down, abstract forms are almost taboo, humour is but rarely sneaked in. There is also a tendency for the manufacturer to ask for his product to be displayed, to show the needles themselves rather than the delicious soup. Colour print-

ing in the press is limited to a few weeklies, who insist that a whole page must be taken to make the job payable. Few firms can dream of this expense. Advertisements here must often be prepared in six or seven languages and drawn to make the same impact on an unsophisticated Oriental immigrant as on a veteran of 20 years on a letter from the U.S. Immigrants from East Europe, the artists point out, have almost no visual education either, having been fed on columns and columns of straight type in state publications and newspapers.

Advertisers' Role

Because of the cost of press space, most advertisers would rather take 10 three-inch ads than one 30-inch ad, further limiting graphic possibilities, apart from the fact that they also ask for reams of space-taking written text. Further, if they are only prepared to pay a certain amount, the artist can afford only a minimum amount of time, sometimes he resorts to simply clipping something from a foreign magazine and pasting it into his layout. However, even this doubtful practice is preferable to having the advertiser go straight to a job printer or a newspaper clerk "to run something up" as is the case with a wine firm that exports yet has no one to design its labels. Other firms produce beautiful labels for export but ignore the local market. The rise of competition has brought a thaw in all the above. With three different brands of the same product on the supermarket shelf, the customer picks the one in the "tastiest" packet. People who sell soap or toothpaste have taken note of experience abroad, where sales have soared by millions following a change in the colour

scheme of a wrapping. USOM is sponsoring an Institute for Better Packaging, but it has almost no contact with the Artists' Association.

As the volume of business expanded the biggest agencies have introduced their clients to display advertising in the press. Only one of them has an art studio with a staff of artists although many of the others employ a full-time consultant and designer. The bulk of the work is handled by the agents and passed to the art firms and free-lance men who are selected on the basis of their being suited to a particular situation, be it determined by the need for speed or a particular technique. The artists tend to complain that the agents are only about pleasing the client as quickly as possible; when optional designs are presented they will not put up a fight for the better one. Everything is always rushed and the clients rarely launch a planned campaign. Seasonal ads are often ordered at the last minute and the artist works under pressure. Moreover, the labour-saving devices used all around the artist, like prepared lettering, transparent gummed paper, are almost impossible to obtain here. The basic materials, brushes, pens and ink are available but many commercial artists are still drawing on spoiled photographic paper.

Given the materials and the market, Israeli commercial artists can turn out work comparable with their opposite numbers abroad as already seen in better paid export advertising. Now that the population and the market are expanding, the advertiser will reach more potential customers. When his advertising budget eventually rises, the artist may get a bigger slice and this will no doubt produce better results.

Advertising Centre Ltd.

Aolion Advertising
Alef Advertising
Alpern Melamed Ltd.
Arie Advertising
Aron Advertising Ltd.
Bauer Ltd.
Bing-Linial & Co.
Cohen & Cohen
Dahaf, Advertising Coordination
& Distribution Ltd.
Eli Advertising
Ephron Advertising
Etlinger's Advertising
Feiner & Yossef
I. Friedman Advertising
Gile Advertising
Gilead Advertising
Goldschmidt Advertising
Gordon-Lewinson-Aylon Ltd.
I.M.P.

Dr. Jacobson Advertising

Kaphan Advertising
A. Karpinsky
Kitty Advertising
Kol and Shalom Ltd.
"Leor" — M. Ben Zeev
Benjamin Lewinson
I. Lipschitz Advertising
Dr. E. Magnus
P. Mamut
Melnik Propaganda
Messeri Advertising
Joe Woo Service in Publicity
Nova Advertising
O.K. Advertising Ltd.
H. Orgler — "Maot"
Palmed Advertising
Patsheger Advertising
PBS Advertising & Public Relations
Pisum "Bee" Limited
A. Pompan

Port Advertising

Ranyon Advertising
Refa Advertising
H. Rivlin
Secher Advertising
Simon Schmidt & Associates Ltd.
I. Shani
Shofet Advertising Ltd.
Shofet Advertising Hafia
Shoshana Publicity Service
Raphael Soukin Advertising
Spigland Advertising
Tal & Arieli Advertising Agency Ltd.
Tanne Advertising
Otte Wallish Ltd.
I. Wallishanski
Zvi Unterman & Co. Ltd.
Zach Advertising Co. Ltd.
Zimet's Advertising
Zurah Advertising Ltd.

ISRAEL ADVERTISING ASSOCIATION



LONG AWAITED LAW NOW BEFORE KNESSET

Adoption in Israel—Public Pressure for Legalization

By Doris Lankin

MANY a childless couple have found satisfaction and fulfillment through adopting a child and showering upon him all the pent-up love and devotion which they would have had for their own children. The adopted child, on the other hand, also has something to be grateful for, as in practically every case he is considerably better off than with his natural parents. For usually the children available for adoption were born out of wedlock or come from broken families. In a few cases they are children of large families or orphans.

To the casual reader this very last fact must indeed appear strange, and he must find it difficult to reconcile the long waiting list of potential adoptive parents with the numerous orphanages and baby homes in the country. But it should be remembered that many of the orphans have lost one parent only and are in an orphanage because of the surviving parent's inability to keep them at home; while others have grandparents or other relatives who, while not prepared or able to keep them themselves, are still willing to part with them permanently.

Infants and Toddlers

FOR the most part, the children adopted are infants or toddlers but there are of course cases where a husband will adopt his wife's children by a previous marriage, or relatives adopt an orphaned child; and in such cases the children may be of any age. Most people, however, who decide to adopt a child in principle — and have no particular child in mind — prefer to adopt an infant or a very young child. Their next problem, after having prepared themselves mentally for the serious business of adoption, is how to find the child. There are two ways of doing this: the unofficial way and the quasi-official way. The unofficial way may be further divided into the legal way and the illegal way.

In the legal official way, the couple gets to hear of a child through friends, through welfare workers or through obstetricians. They take the child home and eventually have a very difficult time persuading the courts to give them an adoption order, for reasons which will be explained below. In the illegal unofficial way, the couple simply registers the child who is up for adoption as having been

born to them and then do not have to go through the process of adopting him. The drawback in this latter system, besides involving those who practice it in a criminal offense, is that the child belongs to the couple for better or for worse; and in the event of his proving to be congenitally deficient, either physically or mentally, it cannot be returned to anyone. Both the unofficial methods of acquiring children usually involve the adoptive parents in considerable expense.

Semi-Official Method

THE quasi-official method of adoption is through the agency of the municipal welfare departments. The pro-



pective parents, after producing medical certificates to the effect that they are suffering from no chronic illnesses, and after satisfying the welfare officer that they have been married for more than five years, that their chances of having their own children are remote and that the woman is less than 40 years of age and the man less than 50, are then put on the waiting list.

After that, the welfare officer visits their home, discusses their financial situation with them, examines the accommodation which they intend providing for their adopted child and decides whether both the couple and their circumstances are suitable for the adoption of a child. If all the criteria are satisfied, the welfare officer will then try to suit the child to the couple in question, whenever their turn to receive a child approaches. The waiting period varies from town to town and depends also on whether the couple wish to adopt a girl or boy, a newborn infant or an older child. The waiting list for boys is much shorter than that for girls, most couples preferring to take a chance on the weaker sex.

When the couple elects to adopt a new-born child, they will receive it immediately

after it is discharged from the maternity hospital and after the mother (and father, in cases where the paternity is known) have made sworn statements to the effect that they wish the child to be adopted and that they give up all claims to it. The prospective adoptive parents and the child then have a six-month trial period during which the child is frequently visited by the municipal welfare officer. If the child proves to be physically or mentally deficient, it may be returned to the welfare department. On the other hand, if the welfare officer thinks that the child is not getting the proper care and treatment, the child will be taken away.

Any time after the six-month trial period, the adoptive parents, or one of them, may apply to the District Court for an adoption order. The hearing is in camera and no adoption order will be given unless the consent of the child's real parents has been given, either by way of their sworn statement given after the child's birth, or by means of any other written document.

In the majority of cases a written consent is produced, as the welfare department makes a point of keeping the identity of the adoptive parents secret from the real parents, for the reason that they have had many a bitter experience of unscrupulous relatives blackmailing the adoptive parent.

No adoption order will be given unless the welfare officer's report to the court is satisfactory. It is for this reason that people who attempt to adopt a child through an unofficial channel come up against difficulties, for the welfare authorities are wary and resentful of any other agencies of adoption and are keenly averse to making all kinds of difficulties before giving the adoptive parents a clean bill.

Adoption orders are given by the District Courts although the religious courts have been known to give such orders too.

No Law Yet

DESPITE the fact that from the reader may gain the impression that the institution of adoption is legally well-regulated and organized, these adoption orders have no real validity in law. For there is no adoption law in Israel. The only legal expression and recognition which has been given to the institution is the set of rules known as the Court (Adoption) Rules — made by the Minister of Justice in 1953 in order to give some semblance of law and order to a procedure established by custom and practice.

Adoption and adopted children are mentioned in various individual laws, such as the Nationality Law and the Nants' Protection Laws, where their rights and status are identified with those of natural children, and in the Palestine Order in Council, where the institution of adoption is included amongst matters of personal status which fall within the parallel jurisdiction of the religious and civil courts, despite the fact

that neither Jewish law nor modern law recognizes the institution of adoption as such. But there is no express law regulating and legalizing the institution, and laying down the process by the effects and consequences of adoption. As a result, an adopted child, for instance, does not automatically inherit from his adoptive parents as it would not be regarded as a "child" within the meaning of the Succession Order.

On many an occasion the Supreme Court, and Justice Cheshin in particular, have deplored this lack of legislation, their criticism of, and regret at the legislature's tardiness culminating in their accompanying remarks to a decision given in 1954 to the effect that the adopted child cannot automatically inherit. After this decision given with great reluctance by the court, the court rules on adoption procedure were supplemented by an additional rule requiring the judge, when giving an adoption order, to inform the adoptive parents that their adopted child would only inherit from them if they themselves, either by way of their sworn statement given after the child's birth, or by means of any other written document, gave their consent.

Draft Bill

IN response to criticism from the Supreme Court and to the pressure of the welfare authorities, the Government has at last introduced a draft bill on adoption before the Knesset. As the explanatory note to the draft bill points out, Israel is just about the only country in the world which has still no law of adoption. England having succumbed to the pressure for such a law only a few years ago.

The draft law, which has already passed its first reading in the Knesset and is now in the committee stage, is aimed at giving, in accordance with the explanatory note, at achieving the welfare of the adopted child, by giving it, insofar as is possible, the same status, natural child, and entitling it to the same benefits and duties from his adoptive parents as if he had been their own child. In pursuance of this aim, the draft law lays down that an adoption order creates the same mutual rights and duties between the adopting parents and the adoptee as exist between real parents and their children; it lays down that there must be a difference of at least 18 years between adopter and adopted; that there should be a trial period of not less than six months; and that the adopter, if he is old enough to express an opinion on the subject, should be asked if he consents to being adopted.

No one could possibly take exception to any of these provisions, nor to that laying down that the child's real parents need not necessarily know of the adoption. But one provision of the draft law seems somewhat strange in the circumstances. That is the provision to the effect that the consent of the real parents of the

child to its being adopted, if given before the child is born or within three months after its birth, shall be null and void, and that, furthermore, the parents of the child after having given their consent may change their minds at any time before the adoption order has been given.

The human conception behind this provision is obvious, the idea being that a parent (usually the mother) who under pressure of circumstances might have given her consent to the adoption of the child, would possibly change her mind after having seen the baby. But as so many of these children are already given into the custody of their foster



parents immediately after birth, the provision can obviously open the way to many a tragic heart-break for the would-be adoptive parents. For imagine the distress of a couple who have become so attached to the baby they have received as if it were their own, if they are suddenly confronted with the fact that the child is not theirs.

Under the bill, during the whole trial period they would have this trial hanging over their heads, living in constant trepidation of having the baby taken away from them through no fault of their own. Would not this prevent them from allowing themselves to become completely attached and devoted to the child until such time as the adoption order has finally been granted, and thus spoil the joy of the adoption?

The draft law does attempt to provide against this, by eventually laying down that the consent of a parent who has abandoned the child or who has refused to consent to the child's adoption for arbitrary reasons need not be obtained. But this does not, of course, cover

the first eventually, where the real parents may, in all good faith, withdraw their consent after the prospective adoptive parents have already become devotedly attached to the baby.

Balance Sought

AN interesting and essential section of the draft law provides that adoption does not in any way affect the prohibition against intermarriage between the adoptee and his close relatives. The law itself does not provide a solution to the problem of what steps should be taken in order to prevent such inadvertent marriage through ignorance of the relationship, but presumably the rules, which will be made by the Minister of Justice, will deal with this difficulty, the solution of which lies in the manner of registration of the adoptee. A nice balance will have to be found between ensuring that the adoptee does not discover the true identity of his parents or of his mother only, that of father being often unknown, and at the same time ensuring that he does not one day meet and marry his sister. How this latter aim will be achieved when the father is unknown is difficult to fathom, but this is of course a general problem and not one confined to adoptees only. It must be presumed that the changes of an incestuous marriage between two children of different fathers are so remote as not to cause any pressing problem, particularly as the adopted child would most probably be brought up in an altogether different milieu from the child who was not adopted.

The draft law also puts an end to any blackmarketing in children through unofficial channels by making it a criminal offense to give or take any pecuniary remuneration in exchange for a child, except by permission of the court. It also takes jurisdiction in matters of adoption away from the religious courts — which would seem only logical in the light of the fact that neither Jewish nor Moslem law recognizes the institution.

Undoubtedly, the enactment of this law will come as a great blessing and relief both to the authorities who are responsible for the care of unwanted and deserted children and to those prospective parents who wish to give homes to such children. As to those children who have already been "adopted" by district court or religious tribunal order, the law provides that they shall be deemed to have been adopted in accordance with its provisions, which makes these adoption orders retroactively legal.

Ice-Cream in Winter

Jerusalem Post Reporter

FIREWORKS in the form of "Baked Alaska Flambé" illuminated by lighted cubes of sugar nestled in peach halves doused with brandy, introduced the "Ice Cream in Winter" campaign at Beit Sokolow on Monday. Served on the coldest day of the year, with the temperature in Tel

Aviv hovering around zero, the ice-cream cake received a warm reception from women's editors and nutrition experts.

The journalists heard with surprise that even in freezing Russia winters, 50 grams of ice-cream per couple were consumed daily. This amount could be quadrupled in Israel if the ice-cream plant "block" of the average Israeli household could be melted, representatives of Telma, Osem and Vita asserted. These firms, who compete in the manufacture of ice-cream, have jointly sponsored this campaign.

Taking into consideration the nutritive value of home-made ice-cream, which contains a large amount of milk, fortified with eggs, fruit and cream, ice-cream should be a regular winter treat for children — especially the bad eaters — and for the elderly. It was a fine dessert, she pointed out, combined with hot butter-scotch or hot fudge sauce, brown Betty, jelly roll, or hot apple pie. Another winter idea, especially for children's parties, is to fill an orange shell with ice-cream and use raisins for making comic faces.

Food columnist Molly Bar-David described a number of mouth-watering recipes making use of ice-cream. It was a fine dessert, she pointed out, combined with hot butter-scotch or hot fudge sauce, brown Betty, jelly roll, or hot apple pie. Another winter idea, especially for children's parties, is to fill an orange shell with ice-cream and use raisins for making comic faces.

It's a question of mathematics:

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600 gr. net — Price only I.L.1.00

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Mrs. Adèle Gordon of New Orleans, a member of the 1958 Hadassah Leadership Tour, now touring the country, chats with newly arrived immigrant people at Kfar Vitkin. Jewish Agency Photo

Portrait of an Embroiderer

By Pat Gold

AN embroidery teacher once said to Yochved Neuman, "Aren't you afraid?" Her work defied all the known rules. She embroidered without preparing any plan or color scheme beforehand. Often her designs were frankly unsymmetrical. More than all this, she had taken the heavy, ornate, embroidered styles of the Orient, she knew so well, and with a subtle touch of restraint, somehow made them look right on modern dress, tableware, and jewelry.

Miss Neuman herself, a fragile-looking woman brimming with a gentle enthusiasm, is almost too absorbed to realize the extent of her achievements. She is too occupied planning ahead, for a possible exhibition, for the book she intends writing, for instructing the teachers in the new immigrant villages who come to consult her.

Yochved Neuman was born in Jaffa 60 years ago. All the family had artistic talents. Her father, a painter, died in 1944. Yochved Neuman decided that one day she would write a book about her craft so that once revived it would not be lost to the past again. Today her work is used by Maskit, where her creative powers are given full reign. Instructors from the immigrant villages come regularly to learn from her. Although she is now semi-retired, her



YOCHEVED NEUMAN

Hadassah Kalvary, and together they opened an atelier known as "Shan" in Jerusalem. The idea was to provide work for the Yemenite immigrants and to research into the new art. When Mrs. Kalvary died in 1944, Yochved Neuman decided that one day she would write a book about her craft so that once revived it would not be lost to the past again. Today her work is used by Maskit, where her creative powers are given full reign. Instructors from the immigrant villages come regularly to learn from her. Although she is now semi-retired, her

inspiration in the field of decorative art is ever widening. She sees this art as belonging to the whole of the eastern world—the characteristics vary but the roots are basically the same. There is always the love of vibrant color of sunny lands, and of exotic patterns. Miss Neuman derives her inspiration from all sources; from India she took the idea of grouping a pattern around tiny mirrors, and from the Yemen her favourite habit of weaving small rings and jewels into her sewing. A broken pillar, a piece of stained glass, or a flower will catch her imagination and find its way into her pictures. She has even created designs of Picasso-like modernity—just for experiment.

She is unhappy when tied down to a set pattern or to copy one. She sees literally as her fancy takes her, arranging the design as she goes along, relying entirely on her eye for color. "An eye is not enough," she says. "You must have a feeling for color in your hand, too." She will sometimes embroider a completely different design in each corner of the same tablecloth, and yet produce a strangely harmonious result. "A design, like a face," she says, "need not be symmetrical to be pleasing."



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Vita's new Gulyas Soup — made from Kasher beef, tomatoes, onions and other fine ingredients seasoned with red hot paprika.

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Freshly cooked in your own kitchen. Vita's Gulyas Soup — a real treat every time you serve it.

8-9 Portions, 500 Fraits.



O.K. Advertising

Male Relief at Normal Waist

the British Hosiery and Knitwear Exhibition now being held at London's Seymour Hall, one firm's executive-in-charge-of-style-names has excelled himself. For the black-and-white checked tights being worn here by South African line Honey he managed to dream up "Hug-Me-Treus" and Christina Mayo's red nylon ones "Hug-Me-Tights."

Spring Show at Midnight

MIDNIGHT fashion show highlighted the party organized by the General Zionists at the Dan Hotel last Saturday night. The showing of fashions by Knitwear and preview of swimwear's spring classics drew a smartly dressed audience of about 100 people. The show was held during the last few hours during which swimming took place.

finding another look at winter—were the two- and three-piece suits with a galore and interesting combinations. It was noted that light background numbers were the open-neck jockey jacket, a pleated skirt. A blouse navy blue and red horizontal stripes was accented by bands of contrasting round collar and cuffs.

ELECTRONIC BED

world's most expensive and elaborate bed, sold at \$2,600 (£12,500), has been on display in London. Among its features: in-wall heating units, built-in coffee-maker, a built-in tea-maker, a clock that controls a television set, and a milk cooler.



...y slung, at the head
you can record your
ing partner's snores on
ape-machine, plug into
kitchen and the nursery.
le the stereo, or jerk
elf out of bed with a
at the last possible

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Now the rage. And if you
to be up to date from
to toe, get a new hairdo
s with them at Salon
tia. They have all the

in styling, dyeing and
ing. For that special day,
you want to combine
the best of old and new
make you look your most
iful, be sure to go to
tt's Bridal Department.
a for an appointment.


French Patterns

1959 Fashions

Available :

TEL AVIV : Pattern corner

64 AIL—B—W-2



ALON ANNETTA

RAMAT GAN: Hoffman
Rehov Bialik

HAIFA Hadar: "Hefn-Ba"

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so mild that you
about the ill-

trust the finest
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Too Late

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Today's Postbags

The Weather
FORECAST: Occasional showers. Outlook for Saturday: Partly cloudy with scattered showers.

| | A | S | D |
|---------------|----|---|----|
| Mr. Chan's | 78 | 8 | 4 |
| Tiberias | 59 | 9 | 12 |
| Haifa Port | 59 | 9 | 12 |
| Haifa City | 59 | 9 | 12 |
| Tel Aviv Port | 59 | 9 | 12 |
| Tel Aviv City | 59 | 9 | 12 |
| Jerusalem | 59 | 9 | 12 |
| Beersheva | 72 | 4 | 12 |
| Sdom | — | — | — |
| Elat | 87 | 6 | 12 |

* At Haifa City at 8 p.m. on Friday, D) Maximum temp. at 1000 ft.

ARRIVALS

Mr. Mordchai Halevi, from Brazil, after a two-year tour of duty as representative of the Education and Cultural Department of the World Zionist Organization.

Mr. A. Schachterman, Deputy Mayor of Tel Aviv, from Zurich, after a month's tour of Europe studying health problems for the Municipality, (by 23 A.I.).

TOURISTS AND ISRAELI TRAVELLERS

Enjoy your waiting time in the Exit Hall of Lod Airport. After terminating your passport and custom formalities, make your tax-free purchases at the DUTY FREE SHOP and take along with you, at lowest prices, French Perfumes, American-English Cigarettes \$1.50 per 200, Cigars, Scotch Whisky \$1.50, French Cognac, Liqueurs, Cameras and Swiss Watches.

A NEW women's club was opened by WIZO in Abu Ghosh village near Jerusalem on Tuesday. It marks the resumption of immigration from Rumania after an interval of some weeks.

THE NOAR OVVED Secretariat on Tuesday authorized a budget of IL1,414,000.

MAX AND GERDA SCHNABEL take pleasure in their relatives, friends and acquaintances to the RAB NITZMAN of their son, U R I. The Portion of the Law will be read at 2.30 a.m. at the Central Synagogue, Mount Carmel. Reception between 5 and 6 p.m. at the Rabi Rabi Lodge, 3 Wadsworth Avenue, Mount Carmel. Please regard this as a personal invitation.

We wish to express our deepest sympathy and condolences

to Mr. Ra'anan Efron on the passing away of his

Mother

"ALLIANCE"
Tire and Rubber Co. Ltd.
HADARA.

In deep grief we mourn the death of our father, grandfather and uncle

ERNST KAHN

The funeral will leave from the Sha'arai Zedek Hospital today, February 20, at 1 p.m. for the Sanhedria cemetery.

The bereaved:
Robert and Grete Singer, New York (née Kahn)
Hanna Marx (née Kahn) Ramat Gan
Hanna and Alice Herzberg, Tel Aviv (née Kahn)
Don and Lora Sproule (née Kahn) London
Eva Alroy (née Samuel), Jerusalem and grandchildren.
Please refrain from condolence visits.

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ERNST KAHN

Management

ATA Textile Co. Ltd.

KURDANEH Textile Works Ltd.

One Feared Drowned As Flash Floods Hit Negev

Jerusalem Post Staff

An unidentified person is feared to have drowned on Thursday night in a flash flood that filled Wadi Beer-sheba to overflowing in the midst of the heaviest rains of the season in the Negev.

Eye-witnesses who lined the torrent that filled the usually dry watercourse said that they saw a person fall into the raging waters and heard a cry for help. All attempts to recover the victim's body failed because of darkness and the stream's rapid flow. Police who discontinued searches at 9 p.m. said they would take up the search in the morning and in the meantime would be reported by friends or relatives.

The flash flood also cut off traffic from Beer-sheba southward, and also isolated one of the town's quarters. The flood is expected to continue into the morning hours as the rain continued to fall, accompanied by hail, thunder and lightning continued into the night. Wadi Beer-sheba is a seasonal watercourse and is usually dry. It is situated in the "Hunger Road" in the Western Negev. The overflowed and cut off traffic. Rainfall since Wednesday night was recorded at 20 mm, bringing this season's total for Beer-sheba to 70 mm. The rains and accompanying floods are also filling up the Kfar Yerusalem and Shoval reservoirs.

In the North, encouraging amounts of rainfall were reported from Upper Galilee and the Jezreel Valley where farmers have become much more optimistic regarding prospective yields. The Safad area had some 30 mm. In the past 24 hours while the Jezreel was soaked up more than 70 mm. During the last few days, improving the outlook for the planting of summer grain crops.

In Jerusalem, the week-old cold spell was accompanied by sharp rains that fell intermittently throughout the day. In the North, encouraging amounts of rainfall were reported from Upper Galilee and the Jezreel Valley where farmers have become much more optimistic regarding prospective yields. The Safad area had some 30 mm. In the past 24 hours while the Jezreel was soaked up more than 70 mm. During the last few days, improving the outlook for the planting of summer grain crops.

Southern Moshavim In Economic Plight
TEL AVIV. — A delegation from 23 moshavim in the south on Thursday came to the offices of the Agricultural Centre and of the Moshav Movement to complain of the economic plight of their settlements, because of the drought and the lack of rain, poultry and vegetable branches have fallen.

They were told by Mr. Y. Korn, Secretary of the Movement, of current negotiations with the Government, and the appointment by the Moshav Movement of a special committee to study basic planning for settlements.

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Sub-Standard Electric Equipment

TEL AVIV. — The glaring discrepancy between minimum safety requirements and current standards in the production of some electrical appliances was declared by Prof. A. Chochik in an address before the annual meeting of the Standards Institute Council on Thursday in Sheikh Munis, near Tel Aviv.

The speaker declared that sub-standard production which endangered the lives of consumers still prevailed in many sections of the industry. The Minister of Commerce and Industry, Mr. P. Sapir, who is chairman of the Institute, dwelt on the importance of its work. The speaker also pointed out the immediate future when local industry is expected to grow at a tremendous rate.

Mr. Sapir, however, stressed the help of the Government and of the U.S. Operations Mission, the Institute's new building in Sheikh Munis would be completed within the next few years. The acting head of the Institute, Mr. Ya'acov Ben-Sira, reported on its activities, in which 115 persons are employed. He also pointed out that the Institute's work includes such projects as research into the use of any-dross gypsum as a building material, investigation of the quality of local paints and the setting of food product standards.

Top Civil Servants Want Automatic Promotions
Jerusalem Post Reporter
Senior Government officials are pressing for a promotion in grade after an average of three years' service in grades II to V.

This demand has been made by representatives of the Administrative Workers Organization in the negotiations on re-grading they are now conducting with the Civil Service Commission. The Organization represents senior officials between the grades of I (Directors-General) and V.

It is understood that the Commission has agreed to the re-grading itself, since the arrangement would primarily benefit officials in grades II to V, who for the most part have grade seniority of three years and up.

Wetter-But Cheaper

HAIFA. — Preferring the cheaper if wetter way of getting back to the sea, Gefen rather than pay a fare he deemed exorbitant, a sailor promptly jumped into the sea and began swimming for all he was worth after some unsuccessful nagging with the Open boat service on Wednesday night.

He was fished out of the sea by the police and then ferried him to his ship, anchored near the break-water.

Harry Bridges Here

TEL AVIV. — Mr. Harry Bridges, President of the U.S. Longshoremen's Union, and Mr. William Gladier, Assistant Officer of the Union, arrived in Israel by K.L.M. on Wednesday night for a four-day visit.

Mr. Bridges has been on a world tour studying transport and dockers unions. On Thursday, he and his party called at the Histadrut executive.

On Friday, they will visit Haifa Port.

It is understood that the Ministers of Finance and Transport have agreed that something must be done to ease the heavy burden of debts on El Al, which owes IL15m. to the Government alone.

The minority partners in El Al are known to object to any increase in the Government's interest. At present, the State holds IL15m. worth of stock, the Jewish Agency IL400,000, Zim IL200,000 and the Histadrut IL75,000.

THIRTY YEMENITES from Ra'at Ha'yin on Thursday night continued their hunger strike outside the offices of the Ministry of Social Welfare in support of their demands for work.

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Nazareth Reacts To Evacuation Plan

HAIFA. — Nazareth and Haifa radio broadcasts alleging that Foreign Minister Golda Meir told newspapermen abroad that the Arabs in Israel must prepare to leave in return for heavy compensation became the talk of the day here on Thursday.

Many groups were seen gathered in the streets and cafes discussing the "proposal". The Arab radio broadcasts claimed that Mrs. Meir, now in the U.S., made the alleged announcement in view of the current heavy immigration to Israel.

The Haifa correspondent here said that of special interest was the favourable reaction of the Arab intelligentsia here to the radio reports.

24 Hurt in Haifa Bus Collision

Jerusalem Post Reporter

HAIFA. — Twenty-three persons were slightly hurt and a driver, Gad Souder, 32, was seriously injured when a bus collided with a truck on Thursday. The accident occurred on a busy street in Haifa.

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Exporters Urged to Direct Efforts to Western Africa

Jerusalem Post Reporter

TEL AVIV. — Israel exporters should seize the opportunities offered by the new-born nations of Western Africa, Mr. Ehud Avriel, Israeli Ambassador to Ghana, said at a luncheon given by the Israel Export Institute here on Thursday.

There are excellent prospects for exports of Israel manufactures, as the markets of Ghana, Guinea, Nigeria and other West African countries are expanding by leaps and bounds. Governments there are seeking new sources of supply to rid themselves of the former colonial regimes.

The Israel-Ghana trade agreement has not yet been fully exploited, Mr. Avriel pointed out in urging exporters to take advantage of these untapped markets. Moreover, the agreement may be exploited for trade with Guinea as well, under the credit granted that country.

Mr. Avriel warned that Israel exporters may encounter opposition in established trade channels linked to British vested interests, but said they could overcome it by maintaining high quality in supplies and commercial integrity.

Dr. Y. Aron, Director-General of the Finance Ministry, strongly urged would-be exporters to West Africa to lay long-term plans and to develop their business connections in a responsible manner.

IL 61,000 Commission Asked of Contractor

TEL AVIV. — A suit for IL 61,000 in commission payments was filed on Thursday against the contracting company that is to rebuild the Nordia Quarter here, by two persons who claimed that they were instrumental in arranging the contract between the company and the inhabitants of the Quarter.

The two, Mr. Yoel Bilkovitch, a resident of Nordia, and Mr. Haim Rosenberg of Haifa, claimed that they were entitled to 2 per cent of the value of the apartments (IL2m) that will be built on the razed area. They claimed that they were the first to approach the Haifa contractor, Mr. Ya'acov Tannenbaum, who is carrying out the work, and they acted as intermediaries in the negotiations for the signing of the final agreement.

The two declared that they also reserved the right to demand a commission in the form of the usual commission from the future purchasers of the flats to be built in the area.

Cyclist Injured In Road Collision

PETAH TIKVA. — A cyclist, Haim Rosenzweig, was seriously injured on Thursday morning when he was hit by a private car on the Kfar Saba-Ramat Hakovesh road. The injured man was taken to the Herta Hospital in Petah Tikva, where he is reported out of danger. The driver was detained and released on bond. (11m)

Post-Graduate School For Co-op Drivers

TEL AVIV. — The establishment of a "post-graduate" driving school was recommended by the Driving Safety Committee which was recently established by the Transport Division of the Cooperative Central Office. Under the programme, drivers would learn mechanisms of various types of vehicles, transport laws, first aid, and other techniques associated with driving.

Bicycle Race From Ashkelon Tomorrow

ASHKELON. — 125-km. bicycle race will start from here on Saturday sponsored by the local branch of Hapoel. Some of the country's best cyclists are expected to take part. The route will run from here to Yotvata, the Sea of Galilee, Kfar Saba, Beit Givon, the Lachish region, the Ashdod area, and from there to Ha-Tuv, Masmya, Jula, and back to Ashkelon. (11m)

High Court Rejects Shalom's Appeal

The High Court on Thursday rejected the appeal of Dr. Elihu Shalom, an eye specialist, against a four-month sentence imposed on him for breaking into his wife's flat, assaulting her and damaging the apartment in an attempt to collect evidence against her in his fight for custody of their children.

The Court also rejected the appeals of his three accomplices, Messrs. Yehoshua Nagim Agim and Zaki Agim. The two former cases received four-month sentences and

Founded in 1921, The Jerusalem Post is the only English newspaper published in Jerusalem. It is published daily except on Saturdays and public holidays. It is the only English newspaper in the Middle East to be published in the Jewish quarter of the city.

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THE 25th anniversary of Youth Aliya, which is being celebrated throughout the nation today, is SEMI-JUBILEE more than the semi-jubilee of Youth Aliya's child and rescue movement which was initiated by the Zionist movement just a generation ago. It is also an example of how a task undertaken with a humanitarian motive can grow and fulfill itself in ways quite unforeseen in the beginning.

In 1933, when it became apparent that the future was dark for the Jews of Germany, the idea was mooted of taking a handful of adolescent boys and girls and letting them settle in Palestine. There they could make a new life for themselves and perhaps eventually bring to join them the parents they had left behind.

No one realized then how rapidly the fire of Nazism would spread and how urgent the need would grow to save children, not in their tens or their hundreds but their thousands. But when it did, the careful techniques of caring for and retraining children which had been worked out from the beginning by Youth Aliya proved capable of application to very large numbers from every Jewish community throughout the world.

When Austria was overrun, Jewish children were rescued by Youth Aliya. When the evil spread to Poland and Eastern Europe, the Movement could cope with them. When after the war, it was a matter of bringing back to a normal life the thousands of children who had lived the life of hunted animals in Hitler's camps and the forests of Poland, it was Youth Aliya that was able to care for the children, redeem them from illiteracy and medievalism and give them a new start in this land. Today when children are again coming from Eastern Europe, it is Youth Aliya which is showing the way in which they can make the difficult cultural, personal and social adjustment between what they knew of life in a People's democracy and what is required in a Jewish state with a western democratic system — no small task.

In developing this effort which has now cared for 100,000 children from 72 lands, Youth Aliya pioneered startling new techniques. Its threefold system of training and education, study, work and life in the group, has been emulated in experiments with young people in several countries, including such international bodies as the Fédération Internationale des Communautés d'Enfants, in whose councils Youth Aliya plays a prominent part and in whose organization the head of Youth Aliya, Mr. Moshe Kol, holds important office. At the same time it has pioneered new types of Youth Clubs throughout Israel for children who could only give part-time to training. Since then, it has evolved apprenticeship schemes, and is now the largest single agency dealing with post-elementary school children.

All this is a considerable, what might be called technical achievement work. But it is much more than that. It is a vision of hope for us in a world in which cruelty, naked power and the neglect of spiritual forces are prominent characteristics. Youth Aliya bears witness in such a world as to how the power of love, applied patiently and one might even say religiously, to human problems soon proves to be a force which removes all obstacles and achieves results which could never have been predicted on rational grounds.

FOG IN EUROPE
LONDON (Reuters). — Fog blanketed parts of Europe on Thursday, and in France and West Germany most airports were closed.

In Central London, bands took advantage of the fog to carry out three big parades.

Report from Morocco (V)

THE PRISONERS OF TANGIERS

By Maurice Carr

IN the early summer of 1937, several hundred Jewish families, from different parts of Morocco, found themselves stranded in Tangiers, sleeping out in the streets and courtyards, their heads pillowed on bundles and suitcases.

They had sold their homes and set out to reach Israel by way of Gibraltar. But they got no further than the Mediterranean coast where they were unexpectedly stopped by the Moroccan police and forbidden to leave the country.

Earlier, the Moroccan Government had outlawed the Zionist-sponsored emigration of large groups of Jews, but had solemnly promised not to interfere with Jewish individuals or families who made their own arrangements for departure.

The Jews who were now streaming into Tangiers had taken to the roads on their exodus had been in any way organized, they would not have brought along so many aged and infirm people, and a few of the sick and crippled. Besides the people who were in the last stages of pregnancy, in Tangiers, where they are still waiting for permission to go to Israel, some of these Jewish mothers have already twice been delivered of children.

Leadership Lacking
Because they lacked leadership, the Jews kept coming into Tangiers, unaware of the fact that the country was a no-man's-land between the two worlds.

For a year and a half these men, women and children have been treated as if they were criminals. At first they were given no food. Afterwards some of them were thrown into prison, others were interned in empty buildings.

When liberated some weeks later, they lived rough in Tangiers. The local Jewish community, which had kept busy distributing charity to half of the permanent Jewish population of 10,000, strongly urged the settlers to return to the towns and villages whence they had come; but the newcomers refused, pointing out that they had given up their lodgings to Moslem neighbours, and they would as soon stay in Tangiers as in a Moslem village.

They were a nuisance, an eyesore, and they put a strain on the local economy. Until the end of the summer vacation—in an Alliance Israélite society. Today, the more than 700 refugees still

remaining in Tangiers are concentrated in a dorm-house, a former garage and an institution for the aged, where they are fed and provided with medical care at the expense of the American Joint Distribution Committee.

At the former garage and the institution for the aged, visitors from the outside world are not welcome. A doctor not on the payroll of the committee, who was once called in by an inmate to attend an urgent case, was refused admission by the committee. The residents are held incommunicado because they or their relatives are under indictment.

On Trial
Last October, 21 of these would-be emigrants, among them a few broken old men and a few young girls, were brought up for trial on charges of sedition and treason. The three-day hearing constituted, above all, a test of the Moroccan sense of justice, which in the event was found not wholly wanting. The six defence counsel, one Moslem, one French Jew and four Spaniards, a cosmopolitan team indicative of Tangiers' erstwhile status as an international city, were seated on the bench with complete freedom.

Particularly significant was the case of a young Moroccan leader, Benjelloun, former Moroccan Minister of Finance and now a member of the P.P.I. (Democratic Party of Independent Intellectuals) who had been arrested on charges of sedition and treason. He was found guilty and sentenced to a term of years.

All the refugee families here have relatives in Israel, sons, daughters, sisters, brothers whose photographs they proudly display and with whom they mean to be reunited, come what may. The bulk of their luggage is

ELI By Merv

Freedom of Movement
At this point the presiding judge, Ibrahim Keddara, a Moslem, advised Maitre Benjelloun to take before the Supreme Court in Rabat his complaint concerning Jews whose applications for passports had been rejected. Six of the Jews were sentenced to short terms of imprisonment or fined for minor irregularities; the remaining three were acquitted. The public prosecutor has appealed against this verdict, which upholds—in theory, at least—the Moroccan Jews' right to freedom of movement and sets an example.

important precedent in Moroccan jurisprudence. Another 25 Jews have been in the Casbah goal of Tangiers for the past six months, awaiting trial for allegedly being in possession of forged passports. They are ill-treated and many of them have fallen sick. I was told by their womenfolk, who are permitted to see the prisoners for a few minutes once a week.

By resorting to unorthodox tactics, I was able to enter the normally impenetrable quarters of the Jewish refugees of Tangiers. Their mode of living—the overcrowding, the absence of privacy, the stark poverty—was no worse, indeed somewhat better, than in the melahs, the Moroccan ghettos. I asked these people how much longer they thought they could stand their ordeal of life in a walled-in wilderness that might never lead to the Promised Land. They shrugged their shoulders, as if to say, "For the rest of our days, if need be," and then went on to explain how they could not go back and would not abandon their dream of going forward.

Girls Perished
The inevitable answer was that there was no work to be had in the Casbah. Many of the girls had come away from the safety of their homes in Morocco. One 15-year-old girl had kept her indoors for a whole year, then spirited her off to Tangiers. She had been married to a young man from Israel, France as this city is as a point of contact, but there is no scoundreling carried on in the Casbah. The girls who represent a far less profitable commodity than cigarettes, or drugs, or watches.

All the refugee families here have relatives in Israel, sons, daughters, sisters, brothers whose photographs they proudly display and with whom they mean to be reunited, come what may. The bulk of their luggage is

ELI By Merv
"Eli says that was a nice idea."

already at Haifa—they forwarded it when winding up their home.

There are parents anxious to go to the Holy Land, for they believe that their invalid children may be cured there. And there are the grandfathers and great-grandfathers who yearn to hobnob with Jerusalem, not to live, but to die and be buried there.

These Jews know what they want, and it is a sign of their morale that none of them throughout the long months of suspense in Tangiers has ever been up for trial or any misdemeanour committed, of course, then addition and treason. The couples bicker; the elders pray; the children study—some are at the top of their class in the Tangiers schools noted for the brilliance of their pupils of many nationalities; and all without exception suffer, yet look forward with endless patience to a better future.

This is the fifth of a series of articles by our Paris Correspondent, Maurice Carr, on the Jewish refugees of Tangiers, published in the January 30, February 6, 13, and 20.

Parliamentary Report
Dilemma for the Orthodox
MR. SPRINKAK's shortcoming—after all, he was human—have been forgotten. The Knesset is becoming increasingly aware of the need to deal with the Jewish refugees of Tangiers. The Knesset is becoming increasingly aware of the need to deal with the Jewish refugees of Tangiers.

factory for the truly believing. Can the orthodox permit the election of an irreligious Speaker just for the sake of demonstrating that not all political plums must be conceded to those of Mr. Ben-Zur? Could the votes for Mr. Ben-Zur be made a contingent upon the Speaker's willingness to withdraw his candidacy again in favour of Mr. Locker. It is definitely an embarrassment that the former's name should first have been mentioned in this connection by Herut. Not that Herut might some day try to present a bill for its service; the two parties just barely touch in the geo-political view of some of their members, but there is too much that divides them on the home ground for prospects of cooperation.

YESTERDAY'S PRESS
Backing the Right Horse
Herut advises the Western bankers and businessmen in the Middle East Development Industrial Corporation, whose aim it is to combine local and Western capital as well as technical know-how for the development of industry in this region and which has just had its first meeting in Cairo, to make a careful study of the political situation in the area lest they "put their money on a losing horse."

Now that Mr. Sharett has been elected, it stands to reason that someone else must be found, but he is the candidate who has been chosen without opposition. The Speaker of the Knesset, writes Ha'aretz (non-party), it stands to reason that someone else must be found, but he is the candidate who has been chosen without opposition.

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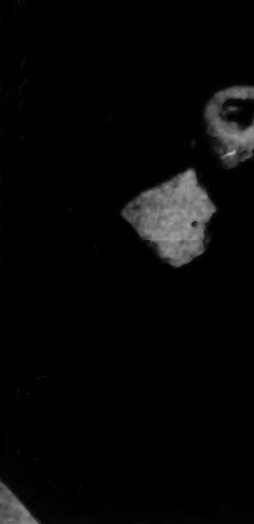
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GOVERNOR PINCK: Portrait of Menachem Ben Israel from the exhibition of 17th century Dutch masters at the Helena Rubinstein Pavilion of the Tel Aviv Museum.

Readers' Letters
Mosad Bialik Translation Programme

Editor, The Jerusalem Post
Sir.—Mr. Meir Mindlin's Marginal Column of January 30, which chiefly raises the question for whom Mosad Bialik's translations from the world's classics are intended, reminds me of the controversy that arose 45 years ago following the well known addresses of H.N. Bialik and David Prichard on the tasks of Hebrew literature. And even that controversy was a continuation, in another form, of the far-reaching discussion that took place 30 years earlier between Ahad Ha'am and Berdichevsky. One might have assumed that this discussion, which was comprehensible in the contemporary Jewish context, when most of the Jewish people was concentrated in the Diaspora and used rich foreign languages while the community here was small and unimportant, had become irrelevant in view of the great changes that have taken place in the life of our people in the last generation.

The matter at issue was that David Prichard, who confined himself to the subject of Jews and Judaism alone, or should it respond to all revivals of universal life, thought and tradition? To put it differently, should the subject of Hebrew literature be only that which concerns the people of Israel in the past and the present, while the philosophical, literary, scientific, etc. works of the Gentiles would be absorbed by the Hebrew readers in their respective languages? This dualistic approach encountered strong opposition in the countries of the Diaspora as well (including the U.S.A.) and above all in educated circles, as is evidenced by the many translations of the world's classics that appeared in Hebrew, especially those published by A.Y. Steibel, and those translated by Bialik and Tchernikowsky. There was a spreading awareness that our Hebrew language, if it was a living tongue, could not confine itself to Jewish matters alone, and together with all our encouragement of original Hebrew writing, we wish to produce Hebrew versions of the best of the world's classics.

It is certainly true that most "educated Israelis" here know a second language. But is there any particular language which the whole of world literature has revealed itself? And is Mr. Mindlin really of the opinion that it is through the medium of such a foreign language that the modern "educated" Jewish reader—even if he is a scholar or a member of the Diaspora—can know the Chinese, Sanskrit, Greek, Latin, Arabic, French, Italian, Russian, etc., classics? Do we not ourselves use so many people here turning and enslaving themselves to foreign languages just because Hebrew literature is so poor? And doesn't it make it obvious that with all our encouragement of original Hebrew writing, we must hasten the absorption of the world's literature into Hebrew?

A Hebrew University professor, well aware of the real level of the knowledge of foreign languages here, told me that 60 per cent of the energy that the average Hebrew reader or student invests in the understanding of the book he reads is wasted, for years, in his struggle with the foreign language in which the book is written. In this process the translation into Hebrew of the world's classics is not a matter of national pride or ideology, but an actual need of the people in Zion—with the exception of narrow circles still profoundly steeped in the culture and languages of their countries of origin, who are still the captives of an opportunistic train of thought characteristic of certain countries of the Diaspora where the community is so small.

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Theatre Notes

Enchanting Doll's House

Chamber Theatre presents "A Doll's House" by Henrik Ibsen. Hebrew: Hagit Elia; Direction: Hagit Elia; Cast: Hagit Elia, Hagit Elia, Hagit Elia.

IF there is Kurt Hirschfeld, the guest director at the Chamber Theatre, who conceived the idea of bringing Hanna Meron back to the stage in Ibsen's "A Doll's House," then he must have been inspired. For a long time she has been trying to breathe life into the works of one of the really great playwrights, but with the exception of Habimah's production of "The Lady from the Sea," she has had a hard time of it.

There was a time when "A Doll's House" used to be presented as an argument for "women's rights." Fortunately for the sake of the play, we have gone beyond that stage of development. We can now see it as an intensely personal human drama. The story of a woman who is deceived by her husband, who is a man of letters, and who is a woman of letters, is a story that has been told in many guises, but it is a story that is still as relevant as ever.

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There was a time when "A Doll's House" used to be presented as an argument for "women's rights." Fortunately for the sake of the play, we have gone beyond that stage of development. We can now see it as an intensely personal human drama. The story of a woman who is deceived by her husband, who is a man of letters, and who is a woman of letters, is a story that has been told in many guises, but it is a story that is still as relevant as ever.

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All this is a considerable, what might be called technical achievement work. But it is much more than that. It is a vision of hope for us in a world in which cruelty, naked power and the neglect of spiritual forces are prominent characteristics. Youth Aliya bears witness in such a world as to how the power of love, applied patiently and one might even say religiously, to human problems soon proves to be a force which removes all obstacles and achieves results which could never have been predicted on rational grounds.

Israel Painters' and Sculptors' Association
9 Rehov Alhareth, Tel Aviv
Non-Members are kindly requested to submit their works for the 1958 GENERAL EXHIBITION
between March 1 and 4, between 4 and 7 p.m.

Theatre Notes

Enchanting Doll's House

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